

Action Track 2: Shift to sustainable and healthy consumption patterns

Synthesis Report of Game Changing Solutions



Submitted to the UN Food Systems Summit Secretariat, 23 February 2021

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Abbreviations and Acronyms

Action Track – AT
Anti-microbial resistance – AMR
Breast-milk substitute - BMS
Chief Executive Officer - CEO
Consumer Goods Forum – CGF
Conference of Parties – COP
Consultative Group on International Agricultural Research - CGIAR
Civil society organization - CSO
European Union - EU
Food-based dietary guidelines – FBDG
Food loss and waste – FLW
Front-of-pack labelling – FOPL
Food and Agriculture Organization - FAO
Good Food Pledge – GFP
Green House Gases – GHGs
Gross Domestic Product - GDP
High-income countries - HIC
International Fund for Agricultural Development - IFAD
International Baby Foods Action Network - IBFAN
The International Panel of Experts on Sustainable Food Systems – IPES Food
Low- or middle-income countries – LMIC
Local Governments for Sustainability - ICLEI
Non-Communicable Diseases – NCDs
NDC – Nationally Determined Contributions
Pan American Health Organization - PAHO
Sugar-sweetened beverages - SSB
Sustainable Development Goal – SDG
UN Environment Programme - UNEP
United Nations Educational, Scientific and Cultural Organization - UNESCO
UN Food System Summit – UNFSS
United Nations Children’s Fund - UNICEF
Value Added Tax – VAT
Waste and Resources Action Programme – WRAP
Wageningen Food & Biobased Research - WFBR
Work Stream – WS
World Business Council for Sustainable Development – WBCSD
World Food Programme - WFP
World Health Organization – WHO
World Wildlife Fund - WWF
World Trade Organization – WTO
World Resources Institute - WRI

Introduction

Action Track 2 goals

This report presents the first wave of proposed frameworks of action to achieve the goals of Action Track 2: Shift to sustainable and healthy consumption patterns.

Guided by the best available scientific evidence, best practice and real-world examples, Action Track 2 aims to generate new and support existing game-changing solutions that can catalyze shifts in consumption through changes in food policy, food environments, private sector actions and offerings and consumer behaviour.

A transition towards diets which are healthier, safer and more nature positive, from food systems which are economically equitable and socially just needs to retain desirability while celebrating and sharing cultural identity. Key outcomes to which the proposed solutions should contribute include:

- A dramatic increase in the diversity, availability, accessibility and affordability, of safe foods that contribute to healthy diets from sustainable food systems, especially whole grains, legumes and nuts, and fresh vegetables and fruits. Particularly for vulnerable and poor population groups, sufficient quantities of healthy protein and micronutrient sources are needed, including sustainably-produced dairy (for populations which can digest lactose), eggs, blue foods (marine and freshwater fish, shellfish and algae), meat or alternative protein or micronutrient-rich sources;
- A major shift in demand for and/or consumption of safe foods that contribute to healthy diets from sustainable food systems. including more than doubling the consumption of fruits, vegetables, whole grains, legumes and nuts;
- At the global level, and particularly with respect to more affluent populations, a reduction of excessive consumption of animal-sourced foods, especially red meat, and an increase in consumption of plant-rich diets and a switch to animal products from sustainable practices ;
- A reduction in consumption of sugar-sweetened beverages and foods high in unhealthy fats, free sugars, and salt/sodium;
- Food safety ensured from production to consumption, food safety systems in LMICs are strengthened to improve traceability and the burden of food borne disease associated with biological or chemical hazards is reduced significantly;
- Halving per capita food waste at household, food service and retail levels by 2030 (SDG target 12.3) and transitioning to a circular food economy where recycling and repurposing food waste becomes the norm;
- Strengthened connections between consumers and producers of food, including by fostering development of more robust value and gender-responsive chains (local where feasible), creating solid alliances between farmers and civil society and harnessing the potential of food markets (including wet markets) to offer affordable healthy, safe, and territorial food options;

- Reduced household inequalities in allocation and consumption of healthy foods leading to better nutrition outcomes for women and girls;
- Celebration of indigenous and traditional food cultures, which could include public campaigns embracing native, diverse species and breeds where appropriate;
- Improved and reoriented social, economic and environmental objectives of global value chains so that equitable international trade facilitates access to foods that contribute to healthy diets from sustainable food systems; and
- Widespread awareness of both the urgency and multiple co-benefits of food system transformation and increased political commitment at all levels to drive the transition towards healthy and sustainable consumption.

Action Track 2 structure

The work of Action Track 2 is divided into three workstreams:

1. Food environments: To create healthy, safe and sustainable food environments to enable people to adopt and maintain healthy dietary practices. The workstream is led by Jian Yi, President of Good Food Fund in China and his two deputies: Mia MacDonald, Brigher Green and Helen Harwatt, Chatham House.
2. Food demand: To improve the product experience of healthier and more sustainable food and improve consumers motivation and capability. The workstream is led by Daniel Vennard, World Resources Institute.
3. Food waste: To reduce food waste occurring at household, food service and retail level. The workstream is led by Yolanda Kakabadse and her deputy Liz Goodwin, World Resources Institute.

Process preceding the proposed solutions

The first wave of proposed solutions have been developed based on over 400 submissions via an online form, two public forums, literature review, feedback reports from past Food System Summit Dialogues and various consultations with different stakeholders including and not limited to Member States, civil society organizations, private sector, consumer groups, academic institutions, UN agencies, youth and indigenous groups.

All the solutions received were analyzed and screened based on three key criteria:

- **Impact:** provides long-term economic, environmental and societal value at scale, addresses the main and most urgent challenges facing food systems production and has synergies (and no/low trade-offs) with other actions and sustainable food systems already in place.
- **Actionability:** are designed to target a specific area of improvement, specifies the measurable outcomes, accounts for the given situation and resources to make sure the solutions are feasible to implement, and declares accountability for achieving the outcomes.
- **Sustainability:** has the ability to keep delivering to 2030 and beyond.

Workstream 1 – Food Environments

To create healthy, safe and sustainable food environments to enable people to adopt and maintain healthy dietary practices.

Solution 1- Food Systems Framework

Facilitating Cross Sector Assessments and National Action Plans up to 2030

What problem is your solution addressing?

There is currently no comprehensive or standard framework for assessing food systems at the national level. Commitments to the Paris Agreement include emissions from agricultural production within the country territory but do not account for imported food, and thus the impacts of this food production elsewhere in the world. There is no way to simultaneously tie food systems with climate goals, biodiversity goals and public health goals (diet and non-diet related) – and to assess the robustness of food systems in relation to environmental or other shocks. Low & Middle Income Countries (LMICs) lack resources to conduct comprehensive assessments of their food system, and all countries lack a specialty ‘food systems department’ within government to adequately deal with such assessments and subsequent policy formulation and implementation. With the timeframe for meeting Sustainable Development Goals quickly narrowing, it is imperative that countries are able to conduct comprehensive food system assessments and establish clear roadmaps to 2030.

How does your solution address the problem?

The Food Systems Framework will set out the processes and structures to enable:

- The development of a standardized science-based Food Systems Blueprint that will provide a framework for country level assessments to guide food systems development in alignment with meeting Sustainable Development Goals by 2030.
- The establishment of a Food Systems Fund that High Income Countries (HICs) will contribute to in a similar way to how aid commitments or climate finance are currently made. The Food Systems Fund will be available to LMICs to facilitate access to the resources needed to conduct a comprehensive food systems assessment using the Food Systems Blueprint.
- LMICs to develop regionally specific roadmaps for food systems that minimize environmental impacts, maximise public health and wellbeing benefits, and are resilient to future shocks. The roadmaps, or National Action Plans, will incorporate key criteria such as climate, biodiversity and public health goals (diet and non-diet related), and provide a clear timeline of interim steps and targets leading to 2030.
- HICs to set highly ambitious National Action Plans that surpass the requirements for meeting Sustainable Development Goals by 2030.
- The establishment of a Food Systems Team/Department in HICs and LMICs at the national level. This will be a cross-department government team to assist joined up policy making across nutrition, agriculture, land, environment, biodiversity, education, climate and public health.

- The development of sector specific guidance stemming from the National Action Plans, for example for the food service sector, and policy specific requirements such as those relating to agricultural subsidies.
- Adoption of a multi stakeholder approach in developing the National Action Plans, involving a wide range of perspectives including youth, indigenous groups, and farmers.
- Ongoing funding post-assessment from the Food Systems Fund – for the implementation of National Action Plans in LMICs.

Is this a new solution or an existing solution that needs scaling?

New solution.

Which organisation/s, institution/s or groups of individuals are associated with the solution?

Chatham House.

If selected as a game-changing solution, how will you leverage the UN Food Systems Summit to scale your solution?

(a) If commitments from Member States are obtained in advance of the summit, the Food Systems Framework will be presented as a new solution that already has commitment from the given Member States, with an invitation for other Member States to join. This includes HICs who can pledge financially to the Food Systems Fund, and/or who can make a commitment to establishing a national Food Systems Department within government, and/or LMICs who would like assistance from the fund to develop their National Action Plans.

(b) To run Food Systems Summit Dialogues to help pave the way for such commitments to be made, for example, convening HIC Member States with relevant experience and LMICs who would be recipients of the Food Systems Fund.

Is this idea applicable to a particular geography, demography, landscape or other type of setting?

The idea would be applicable globally. HICs would be providing the Food Systems Fund for LMICs to utilize. All countries would establish a Food Systems Department and develop a National Action Plan.

Who are the main actors that would put this action into place?

Policymakers (government), UN agencies, other.

Source and process

- Helen Harwatt, Chatham House, AT2 WS1 Deputy Lead.

Solution 2 – City region food strategies

Local Food Markets

What problem is your solution addressing?

With 54% of the world's populations now living in cities, they have become epicenters of food consumption. Yet all too many cities struggle to create food environments where the ingredients of healthy and sustainable diets are available, accessible, and affordable. Cities similarly export environmental impacts when unsustainable food consumption relies on imports or suffer the consequences of environmental degradation when unsustainable production practices are undertaken in close proximity. For example, the poor air quality to which millions of inhabitants of the Punjab are subjugated to with the burning of rice straw, or increased cost of water purification due to contamination.

Food deserts in many cities drive under consumption of fiber rich foods (fruits, vegetables, pulses/legumes, whole grains, nuts and seeds), - a growing problem across society in both high- and low-income countries. The number of hungry people is also increasing globally. For many low-income families, healthy foods are unavailable, unaffordable, inaccessible, or inconvenient. Proximate environmental impacts of unsustainable production similarly disproportionately affect the poor who may have less access to clean air and water. Urbanization, or migration to cities frequently exacerbate a growing trend towards the consumption of convenient, lower-cost, high sugar, salt or fat, ultra-processed foods.

Concurrent with a shift toward inferior diets centered around convenience and lower cost, is an underutilization of indigenous knowledge, practices and technologies. Communities generally have a vast array of indigenous knowledge that is favorable to the supply, quality and safety of food and can therefore make a direct contribution to food security and environmental sustainability. However, mainstreaming of knowledge transfer increasingly ignores the importance of local knowledge and experiences in solving local problems.

How does your solution address the problem?

City Region Food Strategies – or city region Food Markets - are a critical tool for creating local demand and markets for fresh, healthy food. Proactive city region food strategies create enabling environments for healthy and sustainable dietary practices by ensuring the availability, affordability, access and information on healthy foods, particularly those that pertain to local and indigenous food systems. Indeed, these often characterize the “flavor” of the region. At the city level, a growing number of mayors, and their offices have engaged to assist the provision of more fresh food across the supply chain. Notably actions undertaken by cities with food strategies include:

- Supporting farmer transitions to nature positive food practices (e.g. Paris and the water board supporting organic agriculture, the City of Sacramento working with farmers to halt rice straw burning)
- Offering low/subsidised rents to either young farmers, or market holders and providing favourable lands or locations in and around the city to support local food production and consumption.

- Favoring direct public procurement for city schools and offices from farmers, and markets within the city region and thus creating markets that support healthy local economies, reward nature positive production practices, target the production of healthy foods, and increase transparency in supply chains.
- Cities create urban food environments where healthy and sustainable foods become the default, rather than the rare option including shared spaces for food focused events such as food tasting sessions in food markets, running cooking courses/demonstrations for the public, and providing recipe sheets to take away. The structuring of such markets, the types of foods provided, and nature of the cookery lessons and other resources would benefit from the input of local and indigenous groups who have place-based knowledge and experience to share.

City-Region food markets, from production to consumption do not intent to fully substitute trade, but become powerful forces to bridge the growing social, economic, and environmental rift between urban and rural environmental communities. Demonstrated actions by a growing number of cities working to create markets for healthy foods produced sustainably however, have demonstrable impact, support local food sovereignty, and increase local identity. It is important to note that solutions around local food are not purely related to ‘food miles’ – in fact, the climate impacts of eating locally rather than globally are insubstantial on their own to warrant wholesale food system restructuring. It is these multiple other benefits that are most relevant. Cities are microcosms of food systems. City-region food systems have simplified the search for systemic solutions, from production to consumption, with health, environment, and inclusion as highly relatable and valuable goals to both municipal leaderships, and its citizenry.

Is this a new solution or an existing solution that needs scaling?

Existing solution that needs scaling and standardizing.

Which organization/s, institution/s or group of individuals are associated with this solution?

Policymakers (government), private sector, farmers/fisheries, cities, and consumers (individuals) from multiple organizations (C40, IPES Food, ICLEI, FAO, UN Habitat) have championed City Region Food Strategies and markets. A growing number of cities have joined the Milan Urban Food City Policy Pact, or have signed on to the Good Food Cities. Many have engaged in comprehensive public consultations, developed published strategies, and/or invested in specific interventions across production to consumption (and often including food loss and reuse).

If selected as a game-changing solution, how will you leverage the UNFSS to scale your solution?

The UNFSS could set up a ‘demonstration city region fresh food market’ with regionally specific sections to highlight the location specificity, opportunity, and cultural diversity around food, and the cross-cutting relevance of local markets, from production to consumption that increase the access, availability, and affordability of healthy fresh foods from sustainable, and proximate production. A large number of cities, from a diversity of regions have sharable strategies, practices, and experiences in creating regional food environments, markets, and demand. This existing experience can be used to: (1) encourage other cities to development their own strategies, (2) create an outlet for youth to engage in local government, and (3) scale impacts from local to global. Diverse cultures could also be represented via city relevant activities within city region food markets, celebrating regional cuisines, music and dance – to

further enhance the user experience and demonstrate the potential for such markets to act as local community hubs.

Policy makers with local agency (such as city mayors) will be invited to pledge to support such City region food markets. Indeed many already have as demonstrated in the Milan Urban Food Policy Pact. The pledge could be based on suitable metrics as outlined in the MUFF or other emerging city efforts to create regional food markets, and healthy/sustainable food environments.

Is this idea applicable to a particular geography, demography, landscape or other type of setting (e.g. high- or low-income countries, aquaculture)? If so, please specify

Highly applicable to cities across all geographies due to a growing lack of access and/or availability of healthy and sustainable foods in many neighborhoods, and low availability and affordability of lands, including for women and youth, entering food production at a local level. with more relevance to low-income communities in High Income Countries, and Low-Income Countries more broadly. Women, rural communities, and youth might be particularly relevant focal groups for local production, marketing, and consumption patterns.

Source and process

- Tailor Quinn, Tailored Food. WS1 member 'Designing and launching nutritious, delicious, local food products in partnership with local nutrition entrepreneurs affordable to families living in poverty'.
- World union of Wholesale markets through the public survey 'Develop and invest in more fresh food street markets around the world. Make fresh food retail markets more dynamic (with life cooking, possibilities of eating there), like a "Happy Saturday activity for Families".'
- Salome Bukachi, Institute of Anthropology, Gender and African Studies, University of Nairobi, Kenya. WS1 memembr 'Preserving traditional climate-friendly food and campaigning traditional food consumption AND Promoting the use of indigenous technical knowledge in food production and processing'.
- Milan Urban Food Policy Pact: <https://www.milanurbanfoodpolicypact.org>
- C40 Good Food Cities: <https://www.c40.org/other/good-food-cities>
- Example Paris Food Strategy: https://www.api-site.paris.fr/paris/public/2018%2F9%2FENG_Abrege_StratAlim.pdf

Solution 3 – Fiscal policy

Fiscal Policy Measures to improve food environments

What problem is the solution addressing?

The SOFI 2020*i* report highlights that 3 billion people cannot afford a healthy diet. In recent decades highly - processed foods and beverages that are high in fat, sugars or salt have become cheaper and more widely available, contributing to increasing prevalence of diets high in energy, unhealthy fats, free sugars and salt. Food purchasing patterns are highly sensitive to changes in price. In many contexts, unhealthy processed food products are cheaper than healthy alternatives. Resource-poor groups thus have no choice but to purchase the cheapest food.

Compounding this issue, government subsidies on food commodities or other foods are common in low- or middle-income countries (LMICs) as a form of social protection, but they are not always aligned with dietary guidelines. Commonly subsidized foods have included wheat, wheat flour, bread, oils, rice, sugar and powdered milk. Subsidies on sugar, oils or energy-dense foods may promote over-consumption of calories, saturated or trans fatty acids, refined carbohydrate and free sugars. The result is fiscal policies that shape food environments in such a way as to reduce access to healthy food due to cost or because higher-cost healthy food is never distributed to poor communities.

The resulting health and environmental impacts generate compounding costs that undermine the overall fiscal health of whole societies. Fiscal policy measures that create healthy sustainable food environments would reduce risks to the whole society and build resilience and fiscal stability.

As part of a wider package of measures to support healthy (and sustainable) diets, economic measures can be used to shift consumption patterns, encourage food product reformulation and raise awareness of the health and environmental impact of (over)consuming certain foods. Policies that influence the relative price and affordability of different foods, through taxes on less healthy foods or subsidies on healthier foods, have the potential - when implemented with other policy actions - to create healthier food environments and promote healthy (sustainable) diets and to reduce malnutrition in all its forms (undernutrition, overweight, obesity and diet-related NCDs). These policies can also include sustainability criteria.

How does your solution address the problem?

Relevant fiscal policies include:

Taxes on unhealthy foods: Extensive evidence from modelling suggests that taxes on unhealthy food or drink products would bring about positive dietary changes, and this is now supported by growing evidence from country experience in implementing taxes. The evidence is strongest for taxes on sugar-sweetened beverages. Results from the introduction in April 2018 of taxation of SSB in the United Kingdom have shown an impact of product reformulation too, with average sugar concentrations falling by 11% in products subject to the tax, and a shift in volume sales towards products with lower sugar levels.¹

Tax related to carbon footprint via VAT: Drive more sustainable food consumption by leveraging the existing food VAT system to embed the carbon footprint into the VAT / VAT band calculation. This consumer-focused incentive can expand investment in sustainable production and make it easier to surround consumers with environmentally sustainable choices. Food consumption today is largely decoupled from the carbon footprint (examples are dairy and meat). As there is already a tradition to link food VAT to government views on food consumption (local versus imported, basic daily goods versus luxury goods, high and low alcohol, etc), it should be easy to implement the carbon footprint into food taxation. Both known emissions profiles of specific practices and observed emissions or reductions can shape the carbon footprint component of sustainable food VAT policy. Other environmental sustainability factors can also be used to enhance the sustainable consumption incentive of such a tax.²

Subsidies for healthy foods: The 2016 WHO technical report on fiscal policies concluded that there is strong evidence that subsidies to reduce prices of fruit and vegetables by 10-30% are likely to be effective in increasing fruit and vegetable consumption and in improving overall diet quality, although there is some mixed evidence in relation to energy intake and weight.³

Income transfer model: Income transfers delivered via social protection schemes should be repurposed to focus on achieving healthier diets for all poor consumers, raising understanding of the value and implications of improved choices, and stimulating demand for nutrient-rich foods. An increased demand results in better livelihoods for producers that help to create a healthier food environment. Income transfers would be conditionally linked to in-person or online education sessions regarding the disease and environmental impacts of poor food choices, and the value of better-informed choices. The transfers would be effected via physical vouchers or electronic cards, or even cell-phone Apps. They would entitle the bearer to 2-for-1 fresh produce at wet markets, weekly street markets, farmers markets, and small-scale retailers. The vendors would receive recompense for the 50% additional produce sold. Such programmes would be linked to tax credits targeted to sellers in defined 'value-added retail zones' to ensure that a minimum percentage of outlets make fresh and other nutrient-rich produce available in every location. This solution increases effective demand, education and choice of low-income consumers, while stimulating demand for healthier products, and supporting local food retailers to expand their offerings.⁴

Is this a new solution or an existing solution that needs scaling?

Existing solutions that need scaling

Which organization/s, institution/s or group of individuals are associated with the solution?

Policymakers (government), private sector, UN agencies, donor organizations, other

If selected as a game-changing solution, how will you leverage the UNFSS to scale your solution?

The UNFSS can showcase that implementing fiscal policies can be successful. There is much pushback and lobbying against these policies from private sector actors. As the UNFSS is a people's summit, the people can demand the development and implementation of effective fiscal policies. Funds generated by taxes can be invested back into social protection, public health or other programmes benefitting the most vulnerable.

Is this idea applicable to a particular geography, demography, landscape or other type of setting (e.g. high- or low-income countries, aquaculture)? If so, please specify.

Applicable to all geographies. While there is a lack of evidence on fiscal measures from LMICs, studies suggest that use of taxes/subsidies is appropriate in such settings.

Who are the main actors that would put this action into place?

Policymakers (government), private sector

Source and process

- ¹Rachel Thompson, World Obesity Federation, through the public survey (submission titled “Implement taxes on all types of sugar and sweetened drinks”)
- ²David Kamenetzky, K4 Family Investments, WS2 member (submission titled “Carbon linked food consumption taxes”)
- ³Lina Mahy, WHO, WS1 member (submission titled “fiscal policies for healthy and sustainable diets”)
- ⁴Patrick Webb, Tufts, WS1 member (submission titled “vouchers for variety”)
- Note there were many submissions around fiscal policy in the public submissions too, which are consistent with the ideas presented here (although not directly cited)

Solution 4 – Education

Formal and informal education strategies

What problem is your solution addressing?

Curricula around the world do not adequately incorporate education on food systems, including their substantial impact on global environmental issues, or their interconnectedness across health, climate, and biodiversity. At the same time, media coverage regarding the impacts of food systems has been low. This has resulted in a lack of knowledge across society regarding the impacts of dietary choices, and the importance of shifting consumption to meet planetary health goals. The multitude of benefits arising from dietary shifts is also largely unknown across society. While education alone has not been identified as a strong determinant of behaviour change, it has been shown to correlate with behaviour. For example, research has demonstrated for meat and dairy consumption, those with the most knowledge about adverse environmental impacts were the most likely to have already reduced their consumption, or were most likely to do so in the future¹. Hence education is likely to be an important, foundational aspect of facilitating transitions to sustainable consumption.

How does your solution address the problem?

The education solution contains formal and informal curriculum packages, applicable across different societal groups. Providing a standardized package of science-based education materials would help to create an upward movement of knowledge and information sharing, and empower citizens to make changes themselves and steer action across a spectrum, from their local communities to global policy circles.

Formal Education Strategies

The 'Healthy People & Planet' curriculum would provide a standardized set of science-based courses and lessons that could be implemented across the world in formal education settings for ages up to 18 years old (with age relevant content), and give a framework for developing regionally specific complimentary lessons. The 'Healthy People & Planet' curriculum would provide mandatory education on the adverse impacts of current food systems and the changes needed to align them with planetary health goals. Active learning could form part of the curriculum, including cookery classes, sensory food education and kitchen gardening.

Expanding on this, similar formal structures can be used to create curriculums or courses tailored to specific groups or sectors, such as chefs or medical students. Taking a science-based approach allows the creation of transparent curricula, helping to achieve widescale implementation.

Informal Education Strategies

Community-level informal education could also be developed from the contents of the formal curricula – to provide adults with sufficient information and activities to support their shift towards sustainable and healthy consumption. Encouraging attendance by women could be achieved by tailoring courses and providing women-only classes. Context-specific education programs that specifically empower women and girls could also be developed.

Another component of the education cluster is an informal communication solution targeted at gatekeepers of the policy environment in the public and private sectors globally. Having clear and appealing messaging conveyed through stories and entertaining visuals and music

¹ Bailey et al (2014) Livestock – Climate Change's Forgotten Sector. Global Public Opinion on Meat and Dairy Consumption. Chatham House report, available at: <https://www.chathamhouse.org/2014/12/livestock-climate-changes-forgotten-sector-global-public-opinion-meat-and-dairy-consumption>

through a set of easily ‘plugged-in’ communication materials in as many languages as possible, available for mass media, social media, events and zoom/Teams meetings/webinars is important to launch this initiative (ideally, this should be done immediately, to build a drumbeat leading up to the Summit). Press briefings and screenings of short Hope-Based films in multiple language materials would be aimed at delegates from member states; and interviews with charismatic spokespersons from diverse backgrounds would help create a repository of Hope-Based clips and materials.

Broadening the education piece out to encompass popular media through identifying role models, pinpointing actionable steps, and obtaining financial support and subsidies from media moguls and large media houses for airing broadcast media is likely to be important. Progressive members of the entertainment industry who are already trying to contribute would be ideal candidates to champion this initiative.

Is this a new solution or an existing solution that needs scaling?

Existing solution that needs scaling, with specific new propositions (the Healthy People & Planet’ curriculum).

If selected as a game-changing solution, how will you leverage the UNFSS to scale your solution?

(a) Member States could sign up to have the ‘Healthy People & Planet’ curriculum incorporated into their country’s mandatory formal and informal education programs and commit to helping shape the regionally specific content. Member States could also commit to education programs that specifically empower women and girls, considering context-specific requirements. Political agents with local jurisdiction could sign up to providing informal education activities for adults in their cities/areas. Culinary and medical schools could sign up for sector-specific curriculum.

(b) Ahead of the UNFSS, a mass media campaign would be launched to position the curriculum on relevant radars. This could be linked to a wider global campaign proposal with education as a foundational component, with other solutions related to Food Based Dietary Guidelines, public procurement, school meals and the youth agenda.

(c) Regarding the informal education package for media, this would be targeted at policy makers and business leaders before, during and after the Summit.

Is this idea applicable to a particular geography, demography, landscape or other type of setting (e.g. high- or low-income countries, aquaculture)? If so, please specify.

Applicable across all geographies. Some regionally specific content would be needed.

Who are the main actors that would put this action into place?

Policymakers (government), education institutions.

Source and process

- Helen Harwatt, Chatham House. ‘Food Systems For A Thriving Planet – Curriculum’, WS1 Deputy Lead.
- Barbara Gates, Lean and Green Kids. ‘Eco-focused, multicultural nutrition education for youth’, through public survey
- Flavour School. ‘Sensory Food Education for children’, through public survey
- Good Food Fund, China Biodiversity Conservation and Green Development Foundation. ‘The Good Food Pledge’ (GFP), through public survey
- Tina G. Sanghvi, Alive & Thrive, FHI Solutions. ‘High-impact ‘Hope-Based’ communications to spread belief that change is possible by showcasing role models of world and country leaders who have taken replicable steps towards fostering an enabling environment for healthy food choices, WS1 member.

Solution 5 – Action hubs

National Food System Action Hubs

What problem is your solution addressing?

The UN Food Systems Summit announces that it will be a “people’s summit” and a “solution summit.” Building on the Summit and looking forward, it is critical to create spaces for all relevant stakeholders, including the general public, to engage in the transformation of food systems and to take part in generating ideas, sharing views and collaborating in developing solutions that can be put into action. This can best be achieved at the national (and subnational) level, tailored to specific national contexts, and fostering the development of a shared knowledge base grounded in a common language. It is also important that innovations and actions are encouraged, inspired, documented, shared and improved before, during and after the Summit.

The majority of the world’s population live in the Global South and Southern countries are often at the forefront of many of the food system challenges today. However, language and information barriers, as well as lack of diversified means for participation, mean that people in the Global South are at a disadvantage when it comes to opportunities for participation. National Food System Action Hubs supported by national and international resources can play a crucial role in leveling the playing field and facilitating wider participation in shaping the future of food.

Such Hubs can also play a critical role in broadening participation and engagement in countries in the Global North.

How does your solution address the problem?

National Food System Action Hubs can connect all stakeholders of the food system and facilitate innovations and collaborations as well as provide a platform for monitoring progress. They can create an “eco-system” for food systems stakeholders (policy makers, academia, private sector, civil society) to drive positive change together. Food System Summit Dialogues provide a great basis for laying the groundwork for National Food System Action Hubs.

The Hubs can disseminate information about the UNFSS and its outcomes, including its menu of game changing solutions, in local language(s) and contexts. In turn, the Hubs can build action coalitions around specific solutions and turn them into action. The Hubs can also become hosts for emerging ideas from the Summit process that require a similar organization at the national level, such as Chefs’ Action Hubs, Menus of Change Innovation Hubs, etc. Furthermore, Hubs can serve as the national gateways for international partners to contribute, with ownership and leadership provided by governments and national stakeholders.

National Food System Action Hubs should aim to host public forums and facilitate recurrent Food System Dialogues to broker a shared understanding around the need to tackle major challenges and how to go about doing this, grounded in the best available science. They should also help identify critical knowledge gaps requiring new research. Furthermore, they

can host policy boot camps and simulation labs to generate new and improved solutions for complex food system challenges. Finally, National Food System Action Hubs can gather and empower Food Systems Heroes, volunteers and media to carry out public engagement campaigns, reaching the general public.

If selected as a game-changing solution, how will you leverage the UN Food Systems Summit to scale your solution?

The first National Food System Action Hub - the China Action Hub for AT2 – has already been established. In the run-up to the Summit, as well as at the Summit, this example will be presented globally in order to inspire the establishment of similar hubs in other countries, and to build a coalition of international organizations, multilateral development banks, non-government organizations, academia, foundations, investors, industry groups and other actors in support of such National Food System Action Hubs. Some countries may already have set up entities that can take on the role of a National Food System Action Hub.

Is this idea applicable to a particular geography, demography, landscape or other type of setting?

No. This idea is applicable to various settings.

Who are the main actors that would put this action into place?

Policymakers (government), civil society organizations, private sector, UN agencies, farmers/fisheries, cities and others

Source and process

This solution is based on conversations within Workstream 1. It builds upon a range of solutions submitted through the solution sourcing process run by Workstream 1.

Initiative – Civil society and youth

Mobilizing civil society and lifting up youth-led initiatives

[Note: To create a cross-cutting solution, this approach could also be joined to or draw from the WS3 game changing solution, *Activate the Activists: Ending Food Waste Through a Global Activist Network* that aims to empower a global network of activists to drive culturally relevant behaviour change among citizens that lead or engage closely with local people's movements.]

What problem is this initiative addressing?

The 'sleeping giant' in the power game is civil society (including consumers/citizens) which potentially has a lot of collective power but is usually poorly coordinated and funded and therefore weak. The problem is not that experts do not know what to do – there are numerous excellent reports on this with concrete recommendations for action. The problem is policy inertia – the big players (governments and food industry) will not enact the game-changing policies in those reports unless there is social demand for them. The so-called "Bloomberg Approach" has been trialed in about a dozen countries where civil society and scientific organizations are funded to communicate and create the demand for food policy action and to then measure the impact of the policies on food environments, behaviors, and public health measures. Their targeted food policies aim to reduce obesity and non-communicable diseases, but at the same approach can include sustainability policies.

Collective thinking and action across different sectors of the food system is necessary to deliver a more sustainable future. Equally important in delivering this future is inclusion across ages, given that youth under 30 now account for more than half of the world's population, and have extraordinary potential to mobilize and influence global movements. Young people across the world already play crucial roles in the food system and they have visionary and practical ideas for improving it, as well as networks to support needed change. As a matter of equity, they will inherit this planet and so must have a voice in bringing about the urgent shifts required. As a matter of practice, they are devising and finding ways to deploy a range of game-changing solutions that could be scaled-up and accelerated.

The initiative:

The [**Bloomberg Approach**] is purposeful funding of civil society organizations to bring about policy change and measure its impact. Among the strategies civil society has used are: 1) effective coordination across sectors; 2) communications to create demand for policies; 3) social lobbying to inform and influence legislation, regulation, and policies; and 4) scientific evidence of the need for shifts and impacts of the policy implementation. This comprehensive approach has been successful in several countries that have adopted measures to reduce consumption of sugar-sweetened beverages, "junk" foods, and unhealthy snacks marketed to children (e.g. Mexico, Brazil, Peru, Chile, South Africa). Countries with little government interest in food policies or where civil society organizations are weak or vulnerable may not be 'ready to go' with this solution in the early stages but, as with other global movements, they can be part of later waves of change, building on the vanguard actions. Investing in civil society in this way is suitable for high-

income countries, through national rather than global philanthropy, as well as for low- and middle-income countries where civil society organisations are active and legitimate. A more cautious approach may be needed in countries with weak or at-risk civil society organisations.¹

The linked initiative is to enhance the reach and impact **of youth-created and youth-led civil society interventions** underway to redirect food environments in a more healthy and sustainable direction. In this initiative, youth is not defined by an age range, to allow for broader inclusion of young people across geographies, particularly given the inconsistencies in defining youth. Specific steps at and in the lead up to the UNFSS could be taken to build the profile of these efforts, leverage financial resources, and secure government and private sector commitments for them. These include the youth-founded [Food@COP campaign](#) for healthy and sustainable food catering at COP26 and other UN climate conferences and [Youth Climate Save](#), the first youth climate organization to focus on the link between climate change and animal agriculture and to promote sustainable, healthy diets. [Real Food Systems](#) is an organization of youth ambassadors who stand for plant-based whole foods as the foundation of human and planetary health. The Summit could also be used to coordinate efforts amongst these organizations and solidify joint action in addressing food systems issues. Linking many youth-focused efforts ahead of the Summit is the Youth Pledge, which is spearheaded by UNFSS Action Track youth representatives with the support of public, multi-lateral, and civil society stakeholders. The Pledge aims to galvanise action (advocacy and policy) to defeat hunger, improve health and heal the planet in local and global contexts. The Pledge is bringing young people from around the world together to focus on personal actions as a contribution to system change, and urge governments and businesses to act boldly and rapidly. The Pledge, and the efforts noted above, provide a menu of strategies that could be popularized by a global network of gender-balanced, globally representative Youth Food Ambassadors² appointed and supported in collaboration with youth-led projects and organizations. Elevating the voices of existing activists through this ambassadorship could help further enhance their existing reach and impact.

In looking to build the next generation of civil society leaders, these initiatives could be further linked by pairing mentors from civil society organizations with young people from youth-led organizations to share lessons and learnings in advocacy, social lobbying and impact generation.

Is this a new solution or an existing solution that needs scaling?

Existing and new solutions, all in need of scaling.

Which organization/s, institution/s or group of individuals are associated with the solution?

Bloomberg Philanthropies, Food@COP, Real Food Systems, Youth Climate Save, Youth Pledge (led by youth members of the UNFSS action tracks and affiliated organizations) the Food Foundation (UK).

If selected as a game-changing solution, how will you leverage the UNFSS to scale your solution?

Use the UN Food Systems Summit to bring together other philanthropies willing to contribute to supporting and empowering civil society to work with governments and the private sector, and to hold them accountable. Action Track 2 Chair could work with Michael Bloomberg to convene a side meeting with other philanthropic organizations on this at the UNFSS.

[Bloomberg Approach]

The UNFSS provides a crucial opportunity to recognize, center, and engage youth-led initiatives and youth leaders in the work of food systems transformation, and to further the reach and impact of projects already underway, including the Youth Pledge. It also offers a venue to center youth visions, aspirations, and demands as a force for transformative change, and promote the participation of youth in awareness-raising, norm changing, and implementation agendas. Youth food ambassadors could be announced at the UNFSS and their work aligned with that of game-changing solutions for food environments and across AT2, as well as all the ATs. **[Youth-led initiatives]**

Is this idea applicable to a particular geography, demography, landscape or other type of setting (e.g. high- or low-income countries, aquaculture)? If so, please specify.

Suitable for high-income countries (through national rather than global philanthropy). Suitable for low-and middle-income countries where civil society organisations are active and legitimate. A more cautious approach is needed in countries with weak or at-risk civil society organisations. **[Bloomberg Approach]** Suitable for all countries (UNFSS youth leaders represent all regions), although some initiatives may be more immediately relevant to e.g., high and middle-income countries or urban populations. But the approaches do reflect perspectives from the global South and many already cross demographics and geographies. **[Youth-created and led initiatives]**.

Who are the main actors that would put this action into place?

Civil society organizations, youth-led organizations and projects, individual youth leaders, consumers (individuals), as well as governments and the private sector

Source and process

- ¹Boyd Swinburn, University of Auckland, WS1 member
- Initiatives suggested by Lana Weidgenant, AT2 Youth Vice-chair
- ²Food Foundation through the public survey
- Related solution: The China Action Hub, an innovation/action space for mobilizing changes
- Related solution: Activate the Activists vs. Food Waste (WS3)

Work Stream 2 – Food Demand

To improve the product experience of healthier and more sustainable food and improve consumers motivation and capability.

Solution 7 – Power and accountability

Transforming power dynamics that shape food demand; creating accountability mechanisms that empower governments and civil society to drive change and reward good corporate behavior

What problem is your solution addressing?

Transforming food demand to optimize human well-being, ecological health, and economic prosperity will require major changes in the power dynamics between players in the food system. Simply inserting new solutions into a system that is structured towards the promotion of unhealthy unsustainable diets will result in changes that are unlikely to scale or endure.

To bring about change, government and civil society needs to strengthen their ability to influence action by business. To create mechanics that allow them to hold commercial actors who influence a nations food habits to account for their actions and inactions.

Currently however, ‘mechanisms’ that foster industry accountability and empower civil society to drive change are weak or missing. For example, there is no set of aligned metrics and targets that have been agreed to track industry progress, there is limited public reporting of such metrics and, key policies that restrict commercial vested interests from influencing food related policy-making are often absent.

How does your solution address the problem?

This solution will implement a range of mechanics that foster accountability for the health and environmental consequences of a company’s actions and empower government and civil society to take remedial action. Such mechanism will include:

- A tight set of aligned, evidence-based health and sustainability **targets with associated metrics** that can be used evaluate the performance of different types of companies within the food-demand system (e.g. retailers, caterers, restaurant chains, manufacturers etc.).
- Support to help governments **mandate public reporting** by companies against the key metrics and an associated data system to help monitor and evaluate their progress publicly.
- Engagement with Investors to align the metrics to their loan and credit facilities. This will help re-enforce the metrics and support progressive CEO’s who wish to take the lead.
- Policies that **limit industries involvement in policy making** areas which have a conflict of interest (e.g. dietary guidelines). Like how the tobacco industries role in policy on smoking has been approached.
- A forum to **celebrate positive leadership and progress by companies**.
- A structured process and funding mechanic to **engage and empower local civil society** organizations to champion progress within their country.

These changes will be brought together into an ‘accountability package’ that governments would then be supported to implement, monitor and maintain. Starting first with 10 countries (that would be announced at the summit), we would then adapt, refine and scale around the world. Ultimately this solution will counter the undermining influence of vested commercial interests and help create an environment within which policies and actions that facilitate positive changes to a nations diet can flourish.

Is this a new solution or an existing solution that needs scaling?

This is a new solution but builds on a number of separate existing solutions that need to bring together and scaled.

Which organization/s, institution/s or group of individuals are associated with the solution?

Food Foundation, NCD Alliance, World Benchmarking Alliance, World Resources Institute, Chatham House.

If selected as a game-changing solution, how will you leverage the UN Food Systems Summit to scale your solution?

The UN FSS provides a unique opportunity to (a) bring together key health and sustainability NGO’s together to start working upon an aligned set of metrics and associated targets, (b) get commitments from a number of countries in piloting the implementation of such a package of accountability metrics, (c) get commitments from some more forward thinking companies to adopt and report against the metrics and targets, (d) energize a wide range of civil society organizations around this solution to foster future wider adoption.

Is this idea applicable to a particular geography, demography, landscape or other type of setting (e.g. high- or low-income countries, aquaculture)? If so, please specify.

This has global applicability.

Who are the main actors that would put this action into place?

Policymakers (government), civil society organizations, business.

Source and process

This solution is based on conversations within Workstream 2. It builds upon a range of solutions submitted through the solution sourcing process run by Workstream 2.

Solution 8 – Labeling

Front of pack nutrition and eco labelling for promoting healthy and sustainable diets in points-of-sale and out-of-home

What problem is your solution addressing?

Unhealthy diets are among the top leading causes of disease, death, undernutrition, obesity and climate change globally. Only a minority of the public is aware that their diets have an impact on the environment (e.g., 10 percent in the EU), and even fewer know that different food types have varying impact, and which are best for the environment. Front-of-pack labelling (FOPL) is an important policy tool for countries to help consumers make healthier food choices. A large part of the population today has access to a huge variety of foods and drinks high in fats, sugars and salt/sodium. However, it is not easy for consumers to decide and differentiate what should be part of a healthy and sustainable diet. Nutrition information is often presented in confusing and unhelpful ways with attractive packaging (often targeted at children or mothers). This approach to packaging causes unhealthy products to be more desirable, especially in contrast to unbranded healthier options such as fresh fruits and vegetables or breastfeeding. FOPL supports consumers to make informed food purchases and healthier eating choices. Badging meals and food products that are better for the environment in a way that is simple and compelling for consumers to understand, can be highly effective.

How does your solution address the problem?

Public health rationale:

- Research has consistently shown an association between use of nutrition labels and healthier diets.^{2,3,4}
- Actual use of the most common form of nutrition labelling (nutrient declarations on the back of food package labels), however, is low and there are significant problems with understanding and interpretation of such labels, particularly among lower socioeconomic groups.^{5,6,7,8,9}
- Widespread use of nutrition and health claims on labels can mislead and confuse consumers with mixed messages about healthy eating.¹⁰

² Campos S, Doxey J, Hammond D. Nutrition labels on pre-packaged foods: a systematic review. *Public Health Nutrition*. 2011; 14(8): p. 1496-1506.

³ Drichoutis AC, Lazaridis P, M NR. Consumers' use of nutritional labels: A review of research studies and issues. *Academy of Marketing Science Review*. 2006;(9).

⁴ Volkova E, Ni Mhurchu C. The influence of nutrition labeling and point-of-purchase information on food behaviours. *Current Obesity Reports*. 2015 March; 4(1): p. 19-29.

⁵ Campos et al, 2011. *Op cit*.

⁶ Drichoutis et al, 2006. *Op cit*.

⁷ Cowburn G, Stockley L. Consumer understanding and use of nutrition labelling: a systematic review. *Public Health Nutrition*. 2005; 8(1): p. 21-28.

⁸ Hawley KL, Roberto CA, Bragg MA, Liu PJ, Schwartz MB, Brownell KD. The science on front-of-package food labels. *Public Health Nutrition*. 2012; 16(3): p. 430-439.

⁹ Ni Mhurchu C, Gorton D. Nutrition labels and claims in New Zealand and Australia: a review of use and understanding.. *Australian And New Zealand Journal Of Public Health*. 2007; 31(2): p. 105-12.

¹⁰ Hawkes C. Nutrition labels and health claims: the global regulatory environment. Geneva: WHO; 2004.

- FOPL may be a comprehensive action to address unhealthy diets and help move consumers toward more plant-based, sustainable diets and reduced obesogenic environments, such as in schools, improving diet quality, human health and wellbeing, social equity, and respond to climate change challenges.¹¹

Consumer awareness is facilitated by systems that are widely adopted across the retail supply. Consumers' ability to choose is empowering and is assisted by labels that contain interpretive elements (e.g. meaningful colours), nutrition information, dull icons (e.g. foot print), and ecolabel per consumer segment (eco-conscious, price, origin, ethnic),¹² whereas motivation to use front-of-pack labelling may be supported by food rating system, quick to interpret and that apply across foods and drinks. FOPL is a recognized cost-effective policy to address the rising prevalence of obesity, NCDs and climate change. To have the widest impact, a web-based health and environmental labelling of foods system can be used. Thus, the aim is to provide convenient, relevant and readily understood nutrition and environment information or guidance on food packs or menus, to assist all consumers, particularly children, and promote reformulation as well.

FOPL is a context specific intervention where the type of label and its characteristics should be tailored to the population that will use it, where packaged food is available and prepared food is sold. It can include an image (e.g., a traffic light), icons (e.g., a star or a keyhole), and messages to inform the consumer.

It is also key to acknowledge that still 3 billion people cannot afford a healthy diet¹³ and therefore have little agency and choice about what to eat. Therefore, FOPL should not be a stand-alone intervention but should be part of a package of interventions designed by the country to address malnutrition in all its forms and possibly reducing the environmental impact of food.

The World Health Organization has developed a number of evidence-based guiding principles for FOPL for promoting healthy diets¹⁴ and also recommends mandatory labelling of trans fatty acids to allow monitoring of industry compliance with the mandatory trans fatty acids limits.¹⁵

Codex Alimentarius is preparing guidelines on front-of-pack nutrition labelling.¹⁶

Is this a new solution or an existing solution that needs scaling?

Existing solution in need of scaling.

¹¹ Swingburg BA. The global syndemic of obesity, undernutrition and climate change: The Lancet commission report. *Lancet* 2019 Feb 23;393(10173):791-846. doi: 10.1016/S0140-6736(18)32822-8.

¹² Banovic M. A cross-cultural perspective on impact of health and nutrition claims, country-of-origin and eco-label on consumer choice of new aquaculture products. *Food Res Int* 2019 Sep;123:36-47. doi: 10.1016/j.foodres.2019.04.031.

¹³ SOFI (2020) <http://www.fao.org/publications/sofi/2020/en/>

¹⁴ World Health Organization. WHO Guiding Principles and Framework Manual for Front-of-Pack Labelling for Promoting Healthy Diets. Geneva; 2019.

¹⁵ World Health Organization. REPLACE trans fat: An action package to eliminate industrially-produced trans fatty acids. Geneva: WHO; 2018.

¹⁶ Codex Committee of Food Labelling. Guidelines on front of pack nutrition labelling (FOPL) systems. <http://www.fao.org/fao-who-codexalimentarius/committees/committee/related-electronic-working-groups/pt/?committee=CCFL>

Which organization/s, institution/s or group of individuals are associated with the solution?

World Health Organization:

<https://www.who.int/nutrition/publications/policies/guidingprinciples-labelling-promoting-healthydiet/en/>, Food and Agriculture Organization: <http://www.fao.org/food-labelling/en/#:~:text=A%20food%20label%2C%20the%20information,communicating%20information%20to%20the%20consumer.&text=This%20information%2C%20which%20includes%20items,food%20to%20promote%20its%20sale>, The United Kingdom:

<https://www.food.gov.uk/business-guidance/packaging-and-labelling>, European Commission: https://ec.europa.eu/food/safety/labelling_nutrition/labelling_legislation/nutrition-labelling_en, World Obesity Federation: <https://www.worldobesity.org/>, Chile:

<http://www.fao.org/documents/card/en/c/CA1962B/>, Vital strategies, University of North Carolina: <https://www.vitalstrategies.org/>, National Institute of Public Health, Mexico: www.insp.mx, World Resources Institute, John Hopkins, Princeton University, Oxford University, The George Institute for Global Health, Imperial College London, Nuffield Department of Population Health. Sustainable food, diet and non-communicable disease prevention: <https://www.ndph.ox.ac.uk/food-ncd/archive/research-projects/the-myshop-app-for-healthy-food-purchases>, Bloomberg Food Policy Program and its partner organizations such as: Vital Strategies, the Global Food Research Program at the University of North Carolina, Chapel Hill and the Global Health Advocacy Incubator, Resolve to Save Lives, an initiative of Vital Strategies, education sectors, Consumers International, WTO, Member states

If selected as a game-changing solution, how will you leverage the UN Food Systems Summit to scale your solution?

There already exists an Action Network on Labelling under the Decade of Action on Nutrition (2016-2025), co-chaired by Chile, France and Australia with 19 Member States interested to work on that or already working on the issue. Countries share experience and conduct webinars for faster results.

Through the UN Food System Summit provide the forum to share, discuss and dialogue to a diverse and multisectoral audience from across the globe—that are an essential part of the food environment, a cost-effective solution in combating obesity and helping consumers in making sustainable and healthier food consumption choices. Major businesses may adopt the label around the world but would need to comply to national laws and trade agreements.

Is this idea applicable to a particular geography, demography, landscape or other type of setting (e.g. high- or low-income countries, aquaculture)? If so, please specify.

It is applicable for all type of settings. Information presented on food products through a food label, is one of the most important and direct means of communicating information to the consumer. Regardless of gender, geography, and income. To be effective, labelling needs to be part of a package of interventions and be based on local context.

Who are the main actors that would put this action into place?

Policymakers (government), Private sector, UN agencies, Public Health Authorities

Source and process

- World Health Organization, AT2 UN Anchor agency
- World Obesity Federation through public survey

Solution 9 – Breastfeeding

Ensure a breastfeeding-friendly environment, emphasizing workplaces, health systems and community settings, with proven effective interventions and adequate investment

What problem is your solution addressing?

Only 42.2% of the infants under 6 months are exclusively breastfed; yet optimal breastfeeding can save 820,000 children's lives a year. Formula feeding is a maladaptive practice in the face of global environmental and population health challenges.¹⁷ The carbon footprint from resourcing, producing and packaging of baby formula is massive (only in the US more than 32 million kW of energy is used every year for processing, packaging and transporting formula and 550 million cans, 86,000 tons of metal and 364,000 tons of paper are added to landfills every year).¹⁸ Benefits of breastfeeding for child and mother are many but often ignored or undermined. Breastfed children are shown to have a higher IQ, educational attainment, and income later in life; it protects against metabolic syndrome and against diabetes in adulthood.¹⁹ Food flavors and preferences are shaped early in life with consequences to dietary patterns, food choices, culture and social norms.²⁰ Breastfeeding empowers women as it reduces a mother's economic and medical dependence and confirms a woman's power to control her own body and unique ability to care for her infant in the best way possible; it challenges the view of breasts as merely sex objects.²¹ Breastfeeding support warrants the right to healthy eating and supports sexual and reproduction rights. Breastfeeding women return to pre-pregnancy weight faster (reducing overweight and obesity risk and burden), breastfeeding reduces the risk for breast and ovarian cancer; reduces the risk for diabetes; and helps in birth spacing.^{22,23} Actions to ensure a - breastfeeding-friendly environment are not prioritized and often poorly executed, yet they help reduce health inequalities.²⁴ Actions needs to be adapted to local context as countries are experiencing different breastfeeding issues. Males are often forgotten as a care giver, though they play an important part in supporting the mother both socially and emotionally.

The promotion of breast-milk substitutes and some commercial foods for infants and young children undermines progress in optimal feeding. The advertising and promotion of breast-milk substitutes—including aggressive promotional tactics such as the provision of gifts or incentives to health workers, donations of infant formula to new mothers—led to an increase in their use and a dramatic decline in breastfeeding rates.^{25,26} Monitoring systems to ensure

¹⁷ Smith (2019) <https://internationalbreastfeedingjournal.biomedcentral.com/articles/10.1186/s13006-019-0243-8>

¹⁸ Linnecar A, Gupta A, Dadhich JP, Bidla N. Formula for disaster. Weighting the impact of formula feeding vs. breastfeeding on environment. IBFAN, BPNI Asia, 2014. ISBN No.: 978-81-88950-43-0

¹⁹ Victora CG, Horta BL, Loret de Mola C, Quevedo L, Pinheiro RT, Gigante DP, et al. Association between breastfeeding and intelligence, educational attainment and income at 30 years of age: a prospective birth cohort study from Brazil. *Lancet Glob Health*. 2015;3(4):e199-205. doi: 10.1016/S2214-109X(15)70002-1

²⁰ Savage J, Orlet Fisher J, Birch L, Parental influence on eating behavior *J Law Med Ethics*. 2007; 35(1): 22–34.

²¹ In 1995 the theme of World Breastfeeding Week was Breastfeeding: Empowering women.

²² Chowdhury R, Sinha B, Sankar MJ, et al. Breastfeeding and maternal health outcomes: a systematic review and meta-analysis. *Acta Paediatr. Suppl* 2015; 104: 96–113. doi: 10.1111/apa.13102

²³ Aune D, Norat T, Romundstad P, Vatten LJ. Breastfeeding and the maternal risk of type 2 diabetes: a systematic review and dose-response meta-analysis of cohort studies. *Nutr Metab Cardiovasc Dis*. 2014; 24(2): 107–15. doi: 10.1016/j.numecd.2013.10.028

²⁴ Rollins NC, Bhandari N, Hajebhoy N, Horton S, Lutter CK, Martines JC, et al. Why invest , and what it will take to improve breastfeeding practices? *Lancet*. 2016;387(10017):491–504. doi:10.1016/S0140-6736(15)01044-2

²⁵ Brady JP. Marketing breast milk substitutes: problems and perils throughout the world. *Arch Dis Child* 2012 97 (6):529-532.

²⁶ Piwoz EG, Huffman SL. The impact of marketing of breast-milk substitutes on WHO-recommended breastfeeding practices. *Food and Nutrition Bulletin*. 2015. 36 (4):373-386.

compliance with the International Code of Marketing of Breast-milk Substitutes²⁷ (BMS) are absent or weak, and no regulations on digital marketing currently exist. BMS are sometimes seen as better options for the infants, and cultural and social barriers still exist.

Health workers lack adequate training to counsel mothers on breastfeeding and healthy and sustainable nutrition for their babies. While almost every country in the world mandates paid maternity leave (97%), only 115 countries legally guarantee 14 weeks or more of paid leave for mothers. Women working in the informal sectors lack maternity protection. Studies show that adequate maternity leave can lead to lower infant mortality rates, health benefits for the mother, higher female labor force participation and increased breastfeeding rates.²⁸

How does your solution address the problem?

Public health rationale:

- Research has consistently shown an association between breastfeeding with healthy and sustainable short and long-term benefits, including reduced mortality.^{29,30,31,32,33}
- Non-compliance with the Code has negative impact in breastfeeding practices.^{34,35,36}
- Commercial data suggest that Code implementation affects breast-milk substitute sales.³⁷
- Marketing of BMS impacts breastfeeding behaviours, influences social norms, and negatively impacts breastfeeding.³⁸
- Environmentally-friendly in its production, consumption and disposal, breastfeeding is a natural and renewable resource.
- Supporting breastfeeding in the workplace has significant human and economic benefits. Breastfeeding reduces maternity-related absenteeism as it can translate in 30-70% fewer absences³⁹.

²⁷ World Health Organization. International Code of Marketing of Breast-milk Substitutes. Update 2017. Geneva: WHO, 2017.

²⁸ <https://blogs.worldbank.org/health/breastfeeding-foundational-investment-human-capital>

²⁹ Miniello VL, Colasanto A, Cristofori F, Diaferio L, Ficele L, Lieggi MS, et al. Gut microbiota biomodulators, when the stork comes by the scalpel. *Clin Chim Acta*. 2015;451:88–96.

³⁰ Lifschitz C. Early life factors influencing the risk of obesity. *Pediatr Gastroenterol Hepatol Nutr*. 2015;18:217–23.

³¹ Khan J, Vesel L, Bahl R. Timing of breastfeeding initiation and exclusivity of breastfeeding during the first month of life: effects on neonatal mortality and morbidity--a systematic review and meta-analysis. *Matern Child Health J*. 2015;19(3):468-479. PMID 24894730.

³² Victora CG, Bahl R, Barros AJ, França GV, Horton S, Krasevec J, et al., Lancet Breastfeeding Series Group. Breastfeeding in the 21st century: epidemiology, mechanisms, and lifelong effect. *Lancet*. 2016;387(10017):475-90.

³³ Victora CG, Horta BL, Loret de Mola C, Quevedo L, Pinheiro RT, Gigante DP, et al. Association between breastfeeding and intelligence, educational attainment and income at 30 years of age: a prospective birth cohort study from Brazil. *Lancet Glob Health*. 2015;3(4):e199-205.

³⁴ Rollins NC, Bhandari N, Hajeebhoy N, Horton S, Lutter CK, Martines JC, et al. Why invest , and what it will take to improve breastfeeding practices? *Lancet*. 2016;387(10017):491–504.

³⁵ Barenñanos H, Empis G, Quang TD, Sengkhomyong K, Phasavath P, Harimanana A et al. Breast-Milk Substitutes: A New Old-Threat for Breastfeeding Policy in Developing Countries. A Case Study in a Traditionally High Breastfeeding Country. Wiley AS, editor. *PLoS One*. 2011;7(2):e30634.

³⁶ Piwoz EG, Huffman SL. The impact of marketing of Breast-milk substitutes on WHO-Recommended Breastfeeding Practices. *Food Nutr Bull*. 2015;36(4):373-386.

³⁷ UNICEF/WHO. Advocacy Brief: Breastfeeding and the International Code of Marketing of Breastmilk Substitutes. 2017.

³⁸ Piwoz EG, Huffman SL. The impact of marketing of Breast-milk substitutes on WHO-Recommended Breastfeeding Practices. *Food Nutr Bull*. 2015;36(4):373-386.

³⁹ UNICEF. Breastfeeding support in the workplace. 2020 <https://www.unicef.org/media/73206/file/Breastfeeding-room-guide.pdf>

Breastfeeding protection, support and promotion helps to safeguard planetary and human health by minimizing environmental harm. To ensure successful breastfeeding, children should be breastfed within the first hour of birth and a breastfeeding-friendly environment needs to be built around the mother. Regardless of whether a mother works in the formal or informal sector, she should be provided adequate nutrition, breastfeeding support (including from the father and other males in her life) and information to ensure her ability to breastfeed and provide nurturing care. Health workers need to be adequately trained on breastfeeding counselling;^{40,41} compliance with the Code, monitoring and digital regulations and sanctions should be implemented. All workplaces should promote and protect breastfeeding through maternity and paternity leave and allowing breastfeeding time and space at work. In 2021, the world will celebrate the 40th anniversary of the International Code on the Marketing of Breast-Milk Substitutes, so it is high time that the marketing and labelling restrictions following the Code should be enforced. Plain packaging on BMS can be used, as it has proven to be effective for tobacco cessation and to a lesser extent to reduce the purchase of sugar-sweetened beverages.^{42,43}

Interventions to increase breastfeeding are context specific, so countries should tailor a package of actions that best adapts to their environment and include all stakeholders: the public, companies and government each have a role to play. Actions include: 1) education and behaviour change communication to the general public to inform about breastfeeding benefits and reduce cultural barriers and establish breastfeeding as the norm; 2) monitoring and addressing sanctions to non-compliance with the Code; 3) training of health workers on breastfeeding; 4) facilitating access to healthy diets for pregnant and lactating women, 5) reviewing and enforcing maternity and paternity leave laws; 6) ensuring public places (including hospitals) as well as companies are baby-friendly; 7).

Breastfeeding can help reduce undernutrition, obesity, poverty and inequality and many NCDs later in life,^{44,45} reduces contamination, use of plastics, water use, and reduces the risks for oral diseases and tooth decay. Exclusive breastfeeding for 6 months reduces the risk for infections⁴⁶. Breastfed children have the potential to demand healthier sustainable foods later in life as they develop a greater flavour experience, may have better attainment in school and may increase their income to continue education, maintain healthy dietary patterns, impact their communities and their sustainable practices. It is estimated that

⁴⁰ World Health Organization. Guideline: counselling of women to improve breastfeeding practices. Geneva: WHO; 2018

⁴¹ Bonvecchio A, Perichart O, Reyes H, Rodríguez L. Comunicación para cambios de comportamientos y promoción de estilos de vida saludables para la prevención del sobrepeso y la obesidad infantil. En: La obesidad en México. Estado de la política pública y recomendaciones para su prevención y control. Dommarco-Rivera JA, Colchero, MA, Fuentes ML, González de Cosío T, Aguilar-Salinas C, Hernández G, Barquera S. eds. Cuernavaca: Instituto Nacional de Salud Pública, 2018. ISBN: 9786075111797.

⁴² Lilic N, Stretton M, Prakash M. How effective is the plain packaging of tobacco policy on rates of intention to quit smoking and changing attitudes to smoking. ANZ J Surg 2018;88(9):825-830.

⁴³ Bollard T, Maubach N, Walker N, Mhurchu CN. Effects of plain packaging, warning labels, and taxes on young people's predicted sugar-sweetened beverage preferences: an experimental study. Int J Behav Nutr Phys Act 2016 Sep 1;13(1):95.

⁴⁴ Pradeilles R, Baye K, Holdsworth M. Addressing malnutrition in low- and middle-income countries with double-duty actions. Proc Nutr Soc 2019;78(3):388-397.

⁴⁵ WHO. *Double-duty Actions*. Policy brief. Geneva: World Health Organization, 2017. Available at <http://www.who.int/nutrition/publication/double-duty-actions-nutrition-policy-brief/n/>

⁴⁶ [Optimal duration of exclusive breastfeeding](#).

Kramer MS, Kakuma R. Cochrane Database Syst Rev. 2012 Aug 15;2012(8):CD003517. doi: 10.1002/14651858.CD003517.pub2.

universal breastfeeding could generate economic savings of US\$300 billion⁴⁷ and ‘the economic benefits for countries of promoting breastfeeding are likely to be substantial.’⁴⁸

WHO and UNICEF recommend that children are exclusively breastfed for the first 6 months of life. From the age of 6 months infants should begin eating safe and adequate complementary foods while continuing to breastfeed for up to two years or more.⁴⁹

Is this a new solution or an existing solution that needs scaling?

Existing solution in need of scaling

Which organization/s, institution/s or group of individuals are associated with the solution?

World Health Organization: <https://www.who.int/publications/i/item/9241562218>,
<https://www.who.int/nutrition/publications/infantfeeding/9241541601/en/>
<https://www.who.int/nutrition/bfhi/en/>
<https://apps.who.int/iris/bitstream/handle/10665/277444/9789243513188-spa.pdf?ua=1>

UNICEF: <https://www.globalbreastfeedingcollective.org/about-collective>
<https://www.k4health.org/toolkits/breastfeeding-advocacy-toolkit>

Instituto Nacional de Salud Pública, Mexico, Mexico’s Ministry of health

United Nations: PAHO, FAO, UNESCO; IBFAN

Faith-based organizations

Alive and Thrive Initiative

If selected as a game-changing solution, how will you leverage the UN Food Systems Summit to scale your solution?

Breastfeeding is the most sustainable, equitable, human-rights based, healthy, and safe first food system: it could be central in the Food Systems Summit and used as a great example of a sustainable and healthy food system. Ensuring commitment of member states, international and national organizations and private sector to implement, strengthen, scale up, monitor and evaluate the proposed package of actions to realize a friendly-breastfeeding environment everywhere. Show case exemplary countries with strong enforcement of marketing and workplace regulations and high coverage of counselling in MCH services, rising breastfeeding trends; and companies who have made a commitment to adhering to the Code of marketing. Publicly identifying companies that are not following the Code and highlighting private partnerships with media companies willing to co-sponsor breastfeeding media campaigns to make breastfeeding the natural and “cool” thing to do. Present the cost of “not breastfeeding” analysis on health impacts, country success stories, AT evaluations in a scientific forum. The UN Food Summit represents a great opportunity to share among countries their communication campaigns, results and lessons learned.

⁴⁷ Hansen K. Breastfeeding: A smart investment in people and in economies. *The Lancet*, 2016, 387(10017):416. ([http://dx.doi.org/10.1016/S0140-6736\(16\)00012-X](http://dx.doi.org/10.1016/S0140-6736(16)00012-X)).

⁴⁸ Rollins NC et al. Why invest, and what it will take to improve breastfeeding practices? *The Lancet*, 2016, 387(10017):491–504. ([http://dx.doi.org/10.1016/S0140-6736\(15\)01044-2](http://dx.doi.org/10.1016/S0140-6736(15)01044-2)).

⁴⁹ World Health Organization. Global Strategy for infant and young child feeding. Geneva: WHO; 2003.

Facilitating networks between countries to exchange ideas on communication campaigns on sustainable and healthy eating with a life cycle focus.

Is this idea applicable to a particular geography, demography, landscape or other type of setting (e.g. high- or low-income countries, aquaculture)? If so, please specify.

It is applicable for all types of settings.

Who are the main actors that would put this action into place?

Policymakers (government), Private sector, UN agencies, Public Health Authorities

Source and process

- Anabelle Bonvecchio Arenas; Rocío Alvarado-Casas; Florence L. Théodore; Ana Lilia Lozada; Mishel Unar, Instituto Nacional de Salud Pública México, through public survey
- Tina G. Sanghvi, Alive and Thrive Initiative, WS2 member
- Delhi Trejo, UNICEF Mexico, through public survey

Solution 10 – Demand package

Package of Demand Interventions

What problem is your solution addressing?

Unhealthy and unsustainable consumption is high in middle- and high-countries and is growing rapidly in LMIC. These consumption patterns are partially attributed to marketing practices that influence consumers excessive consumption of unhealthy and unsustainable food. There is often a lack of government measures and controls to curb this influence.

Many different types of policy-based interventions can be used to tackle this issue, ranging from on-pack labels, dietary guidelines, limitations on advertising, controls on retail distribution and display and variable tax rates (e.g. soda tax). However, whilst each intervention can have an impact, when taken alone the impact is modest. Only when brought together as a ‘package of interventions’ do changes to dietary habits become more substantial. For example, work in Chile on labelling has been tied with advertising controls and variable tax rates to great effect.

To date however, interventions are often explored in isolation and a substantial ‘package’ of interventions are rarely implemented by policy makers at a national or municipal level. Policy makers from nations and cities around the world need to launch a set of bold demand orientated solutions, that are launched and promoted as a cohesive one.

How does your solution address the problem?

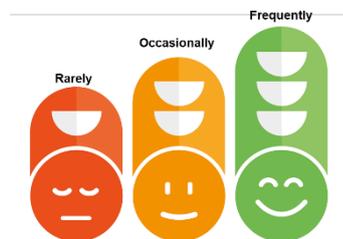
To address these problems, AT2 is proposing a program that works with national and municipal policy leaders to develop and implement a ‘*package of demand interventions*’ that, together, re-shape consumption patterns towards more healthy and sustainable diets.

The program will bring together experts from across the health and nutritional system to provide guidance for policy makers on best practice for each element and how combine into a collective strategy. The program will also support policy makers on the design of a solid, trustable long term long-term regulatory framework for private sector to innovate and invest into innovations (modelled on German Law on Renewable Energies).

The program will build on current best practice for each intervention and then focus on the design of mutually reinforcing policy action. For example, the French NutirScore system makes it possible to create a common food / drink rating system that can give a score between 0 & 100 based on nutrition criteria. Similar scale can be developed for environmental criteria (e.g. by adapting the Cool Food approach used by WRI). Once this

common scoring system is in place, it will be possible to use it to implement different yet coherent policy actions like:

1. Dividing food into 3 groups based on scores to signal desirable frequency of consumption – Eat Regularly, Eat Occasionally, Eat Rarely. On pack visuals can be used to support this through mandatory labelling.



2. Advertising and promotion controls can also be linked to the scores, either using the same thresholds above or slightly different ones (say 5 groups not 3, if needed).
3. Tax rates can then also be linked to food scores (or groups). This can be easily done in countries that use sales tax or VAT, since different rates are often in use already. Unhealthy or unsustainable foods will pay higher rates. Funds thus generated can be used to promote good choices (Eat regularly foods in 1 above). And to fund other relevant activities e.g. investing in sustainable supply chains or better school meals etc.

The combined effect will also encourage businesses to reformulate or drop unhealthy foods as they become less profitable. Marketing controls will curtail the influence of unhealthy brands, and their prices will go up, creating a more level playing field for promotion of healthier choices. Countries will generate new revenue sources to support investments.

Is this a new solution or an existing solution that needs scaling?

This is a new solution but builds on a number of separate existing solutions that need to bring together and scaled.

Which organization/s, institution/s or group of individuals are associated with the solution?

CGIAR, GAIN, Copenhagen Business School, World Obesity Federation, NCD Alliance, World Resources Institute, German Ministry of Education and Research, Quezon City Health Department.

If selected as a game-changing solution, how will you leverage the UN Food Systems Summit to scale your solution?

The UN FSS provides a brilliant advocacy platform to secure the commitment of a willing country government and a funder. If we can secure 5 countries – including a developed country, a middle-income country, and a developing country– then it enables creation of solutions that can take into account the different contexts, needs and structural elements. Additionally, the Summit is a chance for progressive city and policy leaders to come together and inspire others to drive ambitious change.

Is this idea applicable to a particular geography, demography, landscape or other type of setting (e.g. high- or low-income countries, aquaculture)? If so, please specify.

It is applicable broadly but will need tailoring to context for actionability. It is better to start in places where taxes on unhealthy foods can be a good source of additional revenue right from the start.

Who are the main actors that would put this action into place?

Such a package will require multiple actors – most crucially a willing and interested country Government, but also a UN agency to create the food rating systems, economists to devise tax rules, cities to regulate urban food environments, private sector, civil society organization and legal experts for marketing regulations.

Source and process

This solution is based on conversations within Workstream 2. It builds upon a range of solutions submitted through the solution sourcing process run by Workstream 2, namely from: Namukolo Covic (CGIAR), Ashish Deo (GAIN), Lucia Reisch (Copenhagen Business School), Rachel Thompson (World Obesity Federation), Daniel Vennard (World Resources Institute), Lucy Westerman (NCD Alliance).

Work Stream 3 – Food Waste

To halve food waste occurring at household, food service and retail level by 2030 and transition to a circular food economy.

Solution 11 – Food is never waste

Food is never waste - Interventions to deliver more circular food systems

What problem is your solution addressing?

Globally 1/3 of food is lost and wasted between farm and fork each year. It results in \$940 billion/y of economic losses across the supply chain. This amount consumes ¼ of the world's freshwater use by agriculture, occupies farmland area greater than the size of China, and emits ~8% of global greenhouse gases. A significant portion of these are GHG emissions from landfills caused by food waste decomposition. Food waste constitutes between 35-60% of landfilled material. Although SDG Target 12.3 calls for cutting food waste by 50% and reducing food loss by 2030, the world is not yet on track.

How does your solution address the problem?

This idea brings together proven policy interventions with new technologies to ensure no food is wasted. These interventions ensure food waste is measured and prevented, redistributed to those in need, or is used as a feedstock for processing into valuable products in line with principles of circularity. These interventions include:

- Mandatory segregation of food waste by businesses and households revealing the amount of food waste and facilitating separate collection for processing into added value products
- Incentives for food donation that ensure it is cheaper to donate food than to discard it
- Mandatory measurement of food waste by businesses showing businesses how much food they are wasting and focusing them on reducing FLW.
- Taxing or banning landfill and incineration of food waste
- Incentivizing the use of FLW as a feedstock for added value products such as new processed foods, animal feed, or fertilizer production.

These measures have not yet been combined in a single country. Together they will drive a less wasteful and more circular food system. We plan to advocate that Governments work with businesses, regulators and investors to implement these policies and build food repurposing infrastructure within 10 years, adapting them to local circumstances.

Is this a new solution or an existing solution that needs scaling?

Existing solution in need of scaling

Which organization/s, institution/s or group of individuals are associated with the solution?

WRAP, WRI, WWF, UNEP, UN Habitat, Climate and Clean Air Coalition

If selected as a game-changing solution, how will you leverage the UN Food Systems Summit to scale your solution?

This initiative will dramatically scale national efforts to reduce FLW through targeted interventions to reduce FLW and ensure all the surplus and waste is used productively. The interventions have not been brought together in a single economy yet and the UN Food System Summit is the perfect opportunity to encourage countries to adopt and adapt these interventions to fit local circumstances.

We will leverage the Summit by:

- Using national and city champions to describe the impact of these interventions
- Showcasing the added value and digital technologies that can be incentivized by these interventions
- Deploying international networks (e.g. the Global Foodbanking Network) to illustrate best practice in encouraging food donation
- Convening financial institutions to discuss financing the technologies across the world.
- Inviting donors to help finance the management and convening of the Initiative.

This idea would support the 50x50x30 initiative by providing incentives to help businesses and citizens to act.

Is this idea applicable to a particular geography, demography, landscape or other type of setting (e.g. high- or low-income countries, aquaculture)? If so, please specify.

By adapting the interventions to local circumstances, this approach could work in most countries around the world.

Who are the main actors that would put this action into place?

Policymakers (government), Private sector, and Consumers (individuals)

Source and process

- Richard Swannell, WRAP, WS3 member

Solution 12 – 150x50x30

150x50x30: 150 countries launch national public-private partnerships and campaigns to reduce their food loss and waste by 50% by 2030

What problem is your solution addressing?

Globally 1/3 of food is lost and wasted between the farm and fork each year. This is a travesty in a world where 1 in 9 people goes to bed hungry. It results in \$940 billion in economic losses per year, depressing farmer incomes and pinching family budgets. This amount consumes ¼ of the world's fresh water use by agriculture, occupies farmland area greater than the size of China, and emits ~8% of global greenhouse gases. Although SDG Target 12.3 calls for cutting food waste rates by 50% and reducing food loss by 2030, the world is not yet on track.

How does your solution address the problem?

A proven approach to reducing food loss and waste (FLW) is the national public-private partnership dedicated to FLW reduction. Countries with such partnerships have had the most success so far (e.g., the UK has reduced FLW by 27%, the Netherlands has reduced consumer food waste by 29%).

Our solution scales up this approach. Initiative 150x50x30 will get 150 countries to establish national public-private partnerships to reduce their FLW by 50% by 2030. Countries will come from all six inhabited continents and will collaborate with companies, civil society, and the World Bank. Each partnership will:

- Develop a national FLW reduction strategy.
- Launch public awareness campaigns to encourage consumer food waste reduction.
- Get food companies to follow the “Target-Measure-Act” approach: Set a reduction target, measure FLW to identify hotspots, and take action to reduce the FLW hotspots.
- Connect finance with solutions providers.
- Monitor progress.

Our initiative will support these partnerships by:

- Providing guidance on how to establish and manage national FLW public-private partnerships.
- Providing guidance and training on how governments and companies pursue “Target-Measure-Act”.
- Convening countries so they can inspire and learn from each other.
- Bringing companies from CGF and WBCSD to become national “anchors” for domestic partnerships.
- Monitoring progress, publicly profiling successes, and maintaining momentum.

Is this a new solution or an existing solution that needs scaling?

Existing solution in need of scaling

Which organization/s, institution/s or group of individuals are associated with the solution?

WRI, WRAP, WWF, World Bank, Consumer Goods Forum (CGF), Champions 12.3, Partnering for Green Growth and the Global Goals 2030, Food & Land Use Coalition, 10x20x30 Initiative.

If selected as a game-changing solution, how will you leverage the UN Food Systems Summit to scale your solution?

This initiative will dramatically scale the spread and impact of national efforts to reduce FLW, leveraging the power of food supply chains and public campaigns. No such effort at a global scale has ever been launched. 150x50x30 thus would be a landmark initiative for the Food Systems Summit.

We will leverage the Summit to:

- Publicly announce the 150x50x30 (the “who, what, where, when, why, how”). Likely early members will include countries from Europe, some from Africa (e.g., South Africa), some from the Americas (e.g., Colombia, Mexico), and some from Asia (e.g., Indonesia, China).
- Invite additional countries to join (it is unlikely that we will have all 150 countries “signed up” by the time of the Summit so the Summit becomes a perfect venue for recruiting)
- Showcase successes by “early mover” countries to communicate to Summit audiences that progress can be achieved.
- Invite donors to help finance the management and convening of the Initiative.

Is this idea applicable to a particular geography, demography, landscape or other type of setting (e.g. high- or low-income countries, aquaculture)? If so, please specify.

Global (high- and low-income countries), private sector (those involved in food sector), multilateral development (e.g., World Bank), and civil society (e.g., NGOs)

Who are the main actors that would put this action into place?

Policymakers (government), private sector, civil society organizations

Source and process:

- Craig Hanson, World Resources Institute, through public survey.

Solution 13 – Activate the activists

Activate the Activists: Ending Food Waste Through a Global Activist Network

What problem is your solution addressing?

Globally, around 1/3 of food is lost or wasted, costing the economy nearly US\$1 trillion each year and causing approx. 8% of total greenhouse gas emissions. It is also a waste of around a quarter of water used in agriculture. Meanwhile, nearly 800 million go to bed hungry each day. Household food waste is known to be a significant percentage of the total in developed countries (70% in UK). There is increasing evidence that it is also a significant problem in developing countries. Halving food waste would significantly increase sustainability of the food system, enormously benefitting families and the environment.

How does your solution address the problem?

Establish and **activate a global network of activists** who understand the issue and what needs to be done so they feel empowered to drive **culturally relevant** behaviour change among citizens, reducing household food waste. This will be a cohort of activists leading many local people's movements resulting in the social norming of not wasting food. **The project will support activists** with a toolbox of tried and tested approaches to consumer behaviour change. Specific organisations involved in this effort are Unilever, WWF, Wageningen University, UNEP, WRAP and WRI.

This is a game changer for reducing waste on a global scale as it ensures people understand the value of food, where it comes from and feel greater connection with the planet. It engages and empowers people at a local level to bring about solutions which they own e.g. changing shopping and cooking habits, building culinary skills, growing own food, increasing sharing and redistribution etc.

The network would collaborate and **leverage social media**, sharing best practice and celebrating success and progress. The end goal is to shift the social norm so it is no longer **culturally acceptable** to waste food, as has been the case for most of human history. Food should be a valued resource, not a commodity which can be thrown away at will and replaced.

Recent progress in this regard is demonstrated by the Netherlands where, as of 2019, they achieved a 29% reduction in household food waste from 48kg per capita to 34.3 kg per capita since 2010, and the UK which has reduced edible food waste in the home by 31%.

There is potential for the scope of this activists network to be extended to include other aspects of Action Track 2 including diets and shifting food demand. As such, it would become a cross cutting idea.

Is this a new solution or an existing solution that needs scaling?

Existing solution that needs scaling

Which organization/s, institution/s or group of individuals are associated with the solution?

WRI (World Resources Institute), WRAP (Waste and Resources Action Programme), WWF (World Wildlife Fund), Champions 12.3, Wageningen University, UNEP, Unilever

If selected as a game-changing solution, how will you leverage the UN Food Systems Summit to scale your solution?

The UN Food Systems Summit will provide profile and coverage of the idea. It may also help the consortium to identify and secure funders to help implement the game changer around the world. There will also be opportunities to engage the youth network associated with the summit.

We will leverage the Summit to:

- Publicly announce the initiative and early member countries.
- Invite additional countries and/or existing groups to join (the Summit will be a great opportunity for recruiting)
- Showcase successes by “early mover” countries and activists (those that have already demonstrated progress will be able to communicate to Summit audiences that progress can be achieved)

Invite donors to help finance the management and convening of the Initiative as well as supporting local action in specific countries.

Is this idea applicable to a particular geography, demography, landscape or other type of setting (e.g. high- or low-income countries, aquaculture)? If so, please specify.

Our ambition is to have activists and leaders working to reduce food waste in every country.

A global and connected network of activists enables locally driven action which meets the needs of the relevant country or location. If these people understand the issue and what needs to happen, they can tailor solutions. A toolbox of interventions ensures people know what works and doesn't work and minimises the need to repeat work. The toolbox will be added to over time as further experience is developed.

We are aware of key activists in many of our target countries, but we require resources to fill the gaps and find the local activists to create a truly global network. The network will grow over time with the approach being adopted and tailored in increasing numbers of countries providing real scale and sustainability of the approach because of local ownership of the issue and solutions.

Who are the main actors that would put this action into place?

Policymakers (government), Civil society organizations, Consumers (individuals)

Source and Process

- Dr. Liz Goodwin, WRI, WS3 Deputy Lead
- Relevant initiative: Mobilizing civil society and lifting youth-led initiatives

Solution 14 – Reduce global food loss

Investing \$1 trillion to reduce global food loss of high-impact commodities by 2025

What problem is your solution addressing?

A food system imperative is to reduce commodity losses so we can improve agricultural yields that use finite natural resources. High-emission supply chains such as beef, dairy, and rice contribute at least 70% of agricultural emissions globally. In addition, FAO estimates 475 million tons of lost food could be saved through refrigeration alone, potentially improving the diets of millions. Food losses are different across regions, therefore different interventions must be implemented globally. We must reduce on-farm and post-harvest food loss, establish real-time loss measurement and diagnostics capabilities, and scale investment into interventions to ensure more food is made available from *existing* global food production.

How does your solution address the problem?

The aim of producing critical global commodities (both perishable and non-perishable) should be to produce increasing and regenerative yields, while also reducing carbon emissions, farm inputs and freshwater withdrawals. *Meeting these goals will require the reduction of on-farm and post-harvest losses.*

Reducing on-farm and post-harvest loss requires a multi-faceted approach including:

- Establishing *multi-billion-dollar global investment mechanisms to improve cold chains, farm technology, knowledge, and loss reduction solutions*;
- Scaling pilot projects that have already proven to increase food security while mitigating climate change;
- Establishing *real-time commodity loss measurement and establishing a country-level diagnostic information network*;
- Providing ongoing business case development for food loss interventions.

As an example, working with 700 smallholder rice producers in Nigeria, Wageningen Food and Biobased Research (WFBR) supported Olam to assess effectiveness of food loss interventions. Using WFBR's tool [ACE-calculator](#) to select the most prosperous interventions, annual impacts were:

- Loss Reduction of 920 kg of rice per farmer
- Increased income 338 US\$ per farmer
- 3 tCO₂-eq greenhouse gas emissions per farm

These types of measurement and solution interventions, supported by global financial investments, will have an incredible impact on not only environmental outcomes, but also on livelihoods and global food security goals.

Is this a new solution or an existing solution that needs scaling?

Existing solution in need of scaling

Which organization/s, institution/s or group of individuals are associated with the solution?

WWF, World Bank, Rabobank, WFBR, IFPRI, WUR, CIAT, CGIAR-CCAFS, FAO, UNEP

If selected as a game-changing solution, how will you leverage the UN Food Systems Summit to scale your solution?

The UN Food Systems Summit will provide a platform to showcase the urgency for consistent supply chain data collection, transparency and scaling of food loss solutions. In addition, it will showcase the urgency for investment mechanisms to fund needed interventions in key geographies. Billions of dollars of technical assistance and solution investments will be needed to implement food loss and cold chain solutions. The UN Summit could provide a critical convening where that financial planning can occur.

Is this idea applicable to a particular geography, demography, landscape or other type of setting (e.g. high- or low-income countries, aquaculture)? If so, please specify.

This idea is global and will be adapted for use in regional contexts.

Who are the main actors that would put this action into place?

Policymakers (government), Farmers/fisheries, UN agencies

Source and process:

- Pete Pearson, WWF, WS3 member

Cross Cutting Solutions

Solution 15 – A Just Transition

Enable a Just Transition of livestock production to mitigate climate change, improve health and create jobs.

What problem is your solution addressing?

A Just Transition of livestock production is a **truly cross-cutting solution**. 77% of global agricultural land is used to grow and feed livestock, while providing just 17% of global calories and 33% of global protein supply.⁵⁰ High-income countries are currently consuming double the recommended daily income of animal products, surpassing nutritional requirements, with many lower/middle income countries predicted to follow the same trend over the coming decades.⁵¹ **This trend is detrimental to our planet, ecosystems, resources, human health and animal welfare:**

- Livestock production currently accounts for at least 14.5% of all GHG emissions⁵² and is projected to account for up to 81% by 2050 if production continues unabated.⁵³ There is a deep consensus within the scientific community that industrialised livestock production is driving **soil degradation, air pollution, water contamination, and biodiversity loss while also producing high GHG emissions**.⁵⁴
- Meat production accounts for 73% of global antibiotic use.⁵⁵ The overuse of these products in animals increases the threat of **antimicrobial resistance (AMR)**, and has been linked to drug-resistant infections in animals, as well as humans.⁵⁶
- About 75% of all **emerging infectious diseases** are zoonotic in nature. Increasing human demand for animal protein and unsustainable agricultural intensification are considered to be the main drivers of zoonotic diseases globally.⁵⁷
- Over-consumption of animal products is also detrimental to human health (studies vary in recommendations for the amount of animal products deemed healthy for different population groups; including those that suggest diets with few or no animal products

⁵⁰ Max Roser and Hannah Ritchie, *Yields and Land Use in Agriculture, 2019. Our World In Data, Oxford Martin Programme on Global Development*, <https://ourworldindata.org/yields-and-land-use-in-agriculture>.

⁵¹ Niki A. Rust et al., *How to transition to reduced-meat diets that benefit people and the planet*, 2020, <https://www.sciencedirect.com/science/article/pii/S004896972030718X#bb0260>.

⁵² Pierre Gerber et al. *Tackling climate change through livestock: a global assessment of emissions and mitigation opportunities*, 2013, <http://www.fao.org/3/i3437e/i3437e.pdf>.

⁵³ IATP, *Emissions impossible*, 2018, <https://www.iatp.org/emissions-impossible>.

⁵⁴ IPES-Food, *Towards a common food policy for the European Union*, 2019, <http://www.ipes-food.org/pages/CommonFoodPolicy>.

⁵⁵ Katie Tiseo et al., *Global Trends in Antimicrobial Use in Food Animals from 2017 to 2030*, 2020, <https://www.mdpi.com/2079-6382/9/12/918/pdf>.

⁵⁶ Thomas P. Van Boeckel et al., *Reducing antimicrobial use in food animals*, 2020, <https://science.sciencemag.org/content/357/6358/1350>.

⁵⁷ UNEP, *Preventing the next pandemic - Zoonotic diseases and how to break the chain of transmission*, 2020, <https://www.unep.org/resources/report/preventing-future-zoonotic-disease-outbreaks-protecting-environment-animals-and>.

at all can be beneficial for certain groups).⁵⁸ High consumption of red and processed meat are important diet-related risk factors contributing to substantial early mortality in most regions. Additionally, over a billion people are overweight or obese. Without targeted dietary changes, the situation is expected to worsen resulting in a higher **public health and financial burden from chronic and noncommunicable diseases associated with high body weight and unhealthy diets.**⁵⁹

- Lastly, there is a global consumer-driven shift favouring plant-based products. Alan Jope, Unilever's chief executive, described the rise of plant-based foods as an 'inexorable' trend. Only if we engage proactively can we protect farmers from **otherwise stranded livestock production assets.**⁶⁰

Despite the urgent need to transition towards climate-compatible and predominantly plant-based agriculture, there are concerns about the possible negative socioeconomic impacts of the transition among farmers, supply chain workers and Ministers of Finance. These concerns have to be addressed by engaging in multilateral dialogues and showcasing pathways for an **equitable transition** for farmers, growers, processors, and how this can enable job creation and GDP boost.

How does your solution address the problem?

Most Paris Agreement signatory countries mention agriculture in their **NDCs**, with some including livestock. However, almost all mentions are urging intensification and technical solutions, while failing to address the key issue: quantity.

Just transformation of livestock production is not only instrumental to solving climate crisis, but also brings numerous environmental and socio-economic benefits, such as:

- **Reversing environmental degradation and improving the local environment.** Reducing global consumption of meat, dairy and overall calorie intake to healthy levels significantly reduces emissions and releases arable land for food-system change or restoration.⁶¹
- **Creating better public health; saving millions in health costs; increasing overall resilience to pandemics.** A global switch to diets that rely less on meat and more on fruit and vegetables could save up to 8 million lives by 2050.⁶²
- **Improving the socioeconomics of the farming system including a revitalisation of rural economies.** The International Labour Organisation and Inter-American Development Bank estimated that a just transition to plant-based diets would create 19 million jobs in Latin America and The Caribbean. Accounting for a 4.3 million loss

⁵⁸ Winston J. Craig, et al. *Position of the American Dietetic Association: vegetarian diets*, 2009, <https://pubmed.ncbi.nlm.nih.gov/19562864/>.

⁵⁹ Marco Springmann, H. Charles J. Godfray, Mike Rayner, and Peter Scarborough, *Analysis and valuation of the health and climate change cobenefits of dietary change*, 2015, <https://www.pnas.org/content/pnas/early/2016/03/16/1523119113.full.pdf>.

⁶⁰ The Guardian, *World is shifting to a more plant-based diet, says Unilever chief*, 2021, <https://www.theguardian.com/business/2021/feb/04/world-is-shifting-to-a-more-plant-based-diet-says-unilever-chief>.

⁶¹ CLARA, *Missing Pathways to 1.5° C*, 2018, www.climatelandambitionrightsalliance.org/report.

⁶² Marco Springmann et al., 2015.

of jobs in the traditional livestock industry, it is estimated that the transition will net 15 million jobs. ⁶³ Overall, the jobs created in a plant-based food production are safer, more equitable and lead to an overall GDP boost.

While addressing the above, the solution sees **the protection of livelihoods** as key. Just Transition in animal agriculture should first be facilitated in the **G20 countries** where the patterns of animal production and consumption are the least sustainable, **as well as countries that trade with them**, feeding the overconsumption. It is crucial to prevent unsustainable animal agriculture intensification in the **Global South** where meat consumption is on the rise. If not addressed, it could increasingly threaten the livelihoods of millions of small-scale farmers who would be outcompeted by large scale producers (in fact, this process is already underway in many areas).

The solution recognises **wide variances in animal production** in environmental impact and health implications. **The true cost** of each animal product should be considered in policy recommendations regarding both domestic production and imports.

We propose **a set of global multidisciplinary policy measures** to incentivize the equitable reduction of animal protein production and consumption. Such measures could include repurposing agricultural subsidies to incentivize the production of more sustainable and climate-friendly food, reshaping conventional trade agreements to imbed sustainability and labor standards, the introduction of food sustainability taxes to guide consumer behaviour, the adjustment of national dietary guidelines and public procurement rules, promotion of healthier diets, etc. Such policy recommendations should be refined to speak to unique socio-economic contexts and reflect local realities.

To this date, there have been no consolidated attempts to demonstrate a Just Transition in animal agriculture as a cross-cutting solution. This shortcoming naturally results in risk-aversion amongst decision makers to make any ambitious commitments to reduce livestock production and consumption. We propose developing **country-specific transition roadmaps** to be developed in collaboration with farmers, workers, experts in nutrition, public health, environment, circular economy, gender, and human rights as well as Indigenous communities and labor groups to better envisage pathways to an equitable transition.

Is this a new solution or an existing solution that needs scaling?

An existing solution that needs scaling.

Which organisation/s, institution/s or groups of individuals are associated with the solution?

50by40 is a [convener of a cross-sector stakeholder group](#) and [thought-leader on Just Transition within livestock production](#).

Website: <https://50by40.org/>

If selected as a game-changing solution, how will you leverage the UN Food Systems Summit to scale your solution?

⁶³ ILO and IDB, *Jobs in a net-zero emissions future in Latin America and the Caribbean*, 2020, https://www.ilo.org/wcmsp5/groups/public/---americas/---ro-lima/documents/publication/wcms_752069.pdf.

We propose to host a **Just Livestock Transition roundtable** with ministers of Agriculture, Health, Climate, Environment, Labor and Finance from selected member states. In addition to experts within these areas, the roundtable will include strong representation from farmers and trade unions speaking to the job creation potential and transition pathways.

Technical and socio-economic roadmaps for relevant countries will demonstrate the concrete numbers as well as feasibility and timelines for implementation.

Post roundtable, the roadmaps will be translated into **recommendations for country NDCs at COP26**, including presenting the roadmaps at side-events with participation from the above stakeholders. At least three champion countries will continue to help build the case for Just Livestock Transition as an integral part of NDCs, with the next Paris Agreement stocktake in 2025 being a key target.

A Just Transition fund for animal agriculture should be established so that countries and regions can directly assist farmers and communities in a transition (this process needs to be voluntary but incentivised). A similar precedent was set by the EU when it established a Just Transition Fund to support regions in the transition towards climate neutrality. However, it mainly focused on energy transition without addressing other recourse-intensive industries, such as livestock production.

Emerging from the process will be **an expert task force** to help develop inclusive roadmaps for multiple countries and strengthen the food and climate nexus.

Is this idea applicable to a particular geography, demography, landscape or other type of setting?

The idea can be applied to both high- and low-income countries, but should initially focus on countries and regions with high animal product consumption, as well as countries and regions that export such products to them, following the **Common But Differentiated Responsibility approach**.

Who are the main actors that would put this action into place?

Policymakers (governments), civil society organizations, farmers/fisheries

Source and process

- Lasse Bruun, 50by40, AT2 CSO Lead and cross-cutting solutions WG member

Solution 16 – Food-based dietary guidelines

Leveraging Food-Based Dietary Guidelines through Public Procurement

What problem is your solution addressing?

Many countries globally (although few low- and middle-income countries) have had food-based dietary guidelines (FBDGs) for years. A 2019 review⁶⁴ indicated that 90 countries around the world had FBDGs. Yet FBDGs globally have not had their intended effect, and unhealthy diets continue to cause many millions of people sickness and death every year⁶⁵.

Few countries' FBDGs consider sustainability issues, such as environmental aspects, food waste, food safety, access, affordability, the important roles of traditional foods, or cultural acceptability. FBDGs should consider sustainability concerns in addition to dietary nutrition. Moreover, the dietary nutrition perspective should be evaluated (with sustainability and context in mind) to ensure that FBDGs contribute to reducing the double burden of malnutrition.

National and city governments have a responsibility and a unique opportunity to lead by example and leverage the FBDGs. All public policies should align to act on the FBDGs, including public procurement (the large amount of food served or sold in public settings, such as school meals), relevant fiscal policies (subsidies, taxes) and regulations on marketing. Well-developed FBDGs would also provide a solid foundation for educating citizens about sustainable and healthy diets in their given context.

How does your solution address the problem?

All countries should have FBDGs, based on sound science, tailored to their specific context, and in line with the UN SDGs and international commitments. The dietary nutrition aspect of existing FBDGs should be evaluated, including with consideration to intertwined sustainability perspectives such as equity, access, and cultural norms. Overall, all FBDGs should be developed to account for a broad range of sustainability issues; environmental, social, and economic. FBDGs may also have to be updated over time as new knowledge becomes available.

Once well-developed FBDGs are in place, they set the standard for what a healthy diet through sustainable food systems entails in a specific context. This standard should be acted on by governments, who should align all public policy to leverage the FBDGs. In this way, governments will be enacting a systematic promotion of healthy and sustainable diets, with major effects on entire food systems at all levels. Depending on context, FBDGs could for

⁶⁴ Anna Herforth, Mary Arimond, Cristina Álvarez-Sánchez, Jennifer Coates, Karin Christianson, Ellen Muehlhoff, A Global Review of Food-Based Dietary Guidelines, *Advances in Nutrition*, Volume 10, Issue 4, July 2019, Pages 590–605, <https://doi.org/10.1093/advances/nmy130>

⁶⁵ WHO, 2020: 1.9 billion adults are overweight or obese, 462 million underweight. Of children under the age of 5, 47 million are wasted, 14.3 million severely wasted, 144 million stunted, 38.3 million overweight or obese. (<https://www.who.int/news-room/fact-sheets/detail/malnutrition>)

example be designed to promote locally produced foods⁶⁶, directly traded foods, foods produced by women, or foods produced by independent or smallholder farmers⁶⁷.

In addition to being implemented through government policy, FBDGs can serve as a standard for private sector to commit to and give guidance to consumers. Since FBDG adoption ultimately depends on consumers' food choices, it would be impactful to work with chefs and activists, as well as experts in marketing, communication, and consumer behaviour to further leverage the FBDGs. The private sector has strong expertise on the latter, which is one of many reasons why it would be impactful to get private sector commitment to the FBDGs.

At the national or city level, a forum can be set up between government bodies, research institutions, schools and universities, private sector, and other relevant stakeholders, to have an action-oriented conversation about implementing new science-driven ideas to promote sustainable and healthy foods in line with the FBDGs.

Is this a new solution or an existing solution that needs scaling?

An existing solution that needs scaling.

Which organisation/s, institution/s or groups of individuals are associated with the solution?

Governments⁶⁸, especially Ministries of Health and Agriculture and associated institutes. Cities⁶⁹. Relevant (civil society) organisations and initiatives⁷⁰. Educational institutions and academia⁷¹. UN organisations, including WHO, UNICEF, FAO, WFP, UNEP⁷².

If selected as a game-changing solution, how will you leverage the UN Food Systems Summit to scale your solution?

(a) As an arena to create commitment from national and municipal-level government officials, for example setting a goal that 50 countries will implement the solution by 2030, (b) to facilitate network and sharing about how this can work in practice⁷³, (c) to discuss the science that supports such an approach, (d) to form a dedicated mission group before the Summit and use the Summit to advocate and recruit for the group⁷⁴.

Is this idea applicable to a particular geography, demography, landscape or other type of setting?

⁶⁶ Brazil is one example, with their Food Acquisition Program (2003), since 1009 also integrated into the National School Feeding Program.

⁶⁷ Example: Home-grown school meal initiatives (e.g. WFP).

⁶⁸ Example: Japan is working on integrating sustainable food into food and nutrition education ("Plan for Shokuiku").

⁶⁹ Relevant initiatives: C40 Cities (www.c40.org), Milan Urban Food Policy Pact (www.milanurbanfoodpolicypact.org).

⁷⁰ Examples: Vital Strategies (www.vitalstrategies.org), Resolve to save lives (www.resolvetosavelives.org), The Good Food Purchasing Program (www.goodfoodpurchasing.org), SUN movement (www.scalingupnutrition.org), World Resources Institute, The Cool Food Pledge (<https://coolfood.org/pledge/>), The Good Food Pledge (<http://www.goodfoodpledge.net/>).

⁷¹ Such as the National Institute of Public Health (www.insp.mx) (Mexico).

⁷² For example, FAO could contribute with scientific knowledge to develop standards for sustainable eating (especially for LMICs). Relevant resources are already available, including on dietary guidelines and sustainability.

⁷³ Another example: Copenhagen.

⁷⁴ Press briefings, marketplace, awards for impact, build a timeline with milestones and targets.

The idea would be applicable globally. The idea can be universal because FBDGs are (should be) context specific.

Who are the main actors that would put this action into place?

Policymakers (government), private sector, cities, public health authorities.

Source and process

- Seiichiro Kato, Ministry of Agriculture, Forestry and Fisheries of Japan, AT2 Member States Affiliated Group
- Ana Cecilia Fernandez, María Cristina Ayala, Mishel Unar and Anabelle Bonvecchio; National Institute of Public Health (Mexico) through public survey
- Bob Phelps, Gene Ethics through public survey
- Eileen Kennedy, Tufts University, member of AT2 cross-cutting solutions working group
- Lina Mahy, WHO, WS1 and WS2 member
- Tina G. Sanghvi, Alive & Thrive initiative, WS1 member
- FHI Solutions through public survey
- Mia MacDonald, Brighter Green, WS1 Deputy Lead
- Samantha Hoffmann, City of Copenhagen through public survey
- Patrick Webb, Tufts University, WS1 member
- Edwina Hughes, World Resources Institute through public survey
- EB Wang, Good Food Fund, CBCGDF, through public survey
- Rafi Taherian, Yale University, WS1 member

Cross Cutting lever – Gender

Solution 17 – Women empowerment

Women’s Economic Empowerment for Sustainable and Healthy Consumption Patterns: 50 countries create, finance, and implement national plans for the economic empowerment of women to achieve sustainable and healthy consumption patterns by 2030

What problem is your solution addressing?

Unsustainable and unhealthy food production systems are creating long lasting environmental damage, which are having a disproportional effect on women. Sixty percent of the 821 million people that are currently food insecure are women and girls, and environmental degradation is increasingly a major driver for gender-based violence against rural women due to conflict over limited resources. Entrenched social norms largely limit women’s full participation across food value chains, and often ignores women’s traditional knowledge on food production and healthy consumption patterns. At the same time, women around the globe play an important role in shaping food consumption systems, as traditional division of household responsibilities leaves them largely in charge of growing and buying food for the household, and of cooking. Compared to men, they have different nutrition knowledge, preferences and tendencies when adhering healthier patterns of food consumption.

Women are in this way largely affected by unsustainable and healthy food systems but can also play an important role in nudging these systems towards more sustainable and healthy paths. Their role is crucial throughout the food chains, for example, from production to food preparation, to distribution within the household, as traders in the markets, as food processors, and as laborers in food systems, as well as consumers. As such, any successful transition to more sustainable and healthy consumption patterns will need to put women’s needs and priorities at the center and will need to apply gender transformative approaches to address the root causes of gender inequalities in food systems.

How does your solution address the problem?

Gender transformative approaches in food systems are increasingly recognized as one of the most effective strategies for achieving improved nutrition and development outcomes. The combination of concurrently tackling women’s strategic needs while addressing underlying social norms, attitudes and behaviours that perpetuate gender inequalities is a proven powerful drive for change. Applying gender transformative approaches is thus paramount for an effective change towards sustainable production and healthy consumption patterns.

Our solution aims at incentivizing a paradigm shift in the way governments and development actors address changes towards healthy consumption patterns, by placing a strong focus on women’s economic empowerment. Countries will create, finance, and implement national plans for women’s economic empowerment in transitions towards sustainable production and

healthy consumption patterns. The plans will focus on women's empowerment across the value chain from production to consumption:

- Enhancing women's decision making in framing legal frameworks, policy design, programs, businesses governing food systems and shifts towards sustainable production and healthy consumption patterns.
- Ensuring access and affordability of quality food for rural women and the poor, valuing indigenous food and women's traditional knowledge including growing traditional and highly nutritious products, dual-purpose plots, as well as traditional recipes.
- Addressing social norms and cultural practices that limit women's healthy food consumption and promoting positive practices.
- Empowering women in value chains to increase production of nutritious food and productivity, speeding up the adoption of innovations, raising household incomes, and ensure significant improvements in consumption patterns that can benefit child health and improve nutrition outcomes.
- Enhancing women's access to, and control over, means of food production to reach markets, including education, training and skills development to enhance their ability to make decisions and seize emerging employment and entrepreneurial opportunities.
- Incentivizing gender-responsive research food loss reduction, behavioral change, gender equitable consumption practices, food labeling, and technology that responds to women's needs and preferences.
- Strengthen women's knowledge and voice as educated consumers to counteract the movement for processed foods and to advocate for easily available, healthy and sustainably produced food.

Is this a new solution or an existing solution that needs scaling?

Existing solution in need of scaling

Which organization/s, institution/s or group of individuals are associated with the solution?

FAO, IFAD, WFP, World Bank, National governments, women's producer organizations, female consumers, civil society.

If selected as a game-changing solution, how will you leverage the UN Food Systems Summit to scale your solution?

FAO has gained solid expertise in developing transformative and inclusive approaches for women's economic empowerment, and has a wide portfolio of field projects at country level. FAO, together with other UN Agencies International Fund for Agriculture Develop (IFAD) and World Food Programme (WFP) have developed a solid package of knowledge, tools, methods and capacity development materials to strength the capacities and the involvement of women in agri-food value chains and consumption domains; build institutional capacity at different levels for promoting gender-responsive food systems; incentivize equitable nutrition and consumption patterns; tools and knowledge products for policy formulation and advocacy; and engage with the private sector.

We will leverage the UN Food Systems Summit to scale the solution by:

- Creating momentum for gender transformative change in transitions towards sustainable and healthy consumption patterns.

- Publicly launching the game changing solution and inviting countries to join and create national plans for gender transformative approaches.
- Invite donors to finance the design and implementations of the plans at country level

Is this idea applicable to a particular geography, demography, landscape or other type of setting (e.g. high- or low-income countries, aquaculture)? If so, please specify.

Medium and low income countries, with partnerships created between governments, producer and consumers organizations, rural and indigenous communities, women's organizations, multilateral development (e.g. FAO, IFAD, WFP), and research (e.g. CGIAR, universities)

Who are the main actors that would put this action into place?

National governments (policymakers and legislators), rural communities, civil society, women's and indigenous organizations, multilateral development organizations, and research institutions.

Source and process:

Susan Kaaria, Food and Agriculture Organization of the United Nations (FAO), AT2 Gender Lead, building on public feedback on Action Track 2 during the event: "Making Food systems Equitable: An African Dialogue on Gender & Food Systems" on February 9th, 2021.