

WORKING TOGETHER FOR HEALTHY PEOPLE AND A HEALTHY PLANET













LiveWell for LIFE is a pioneering project which aims to contribute towards the reduction of greenhouse gas emissions from the EU food supply chain, and demonstrate what sustainable diets could look like for different European countries.

'On our plate today: healthy, sustainable food choices' is the project's final report and was written by Brigitte Alarcon and Erik Gerritsen. For further information about the project and all our reports please visit:



or contact us on

infolivewell@wwf.org.uk

PROJECT PARTNERS



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

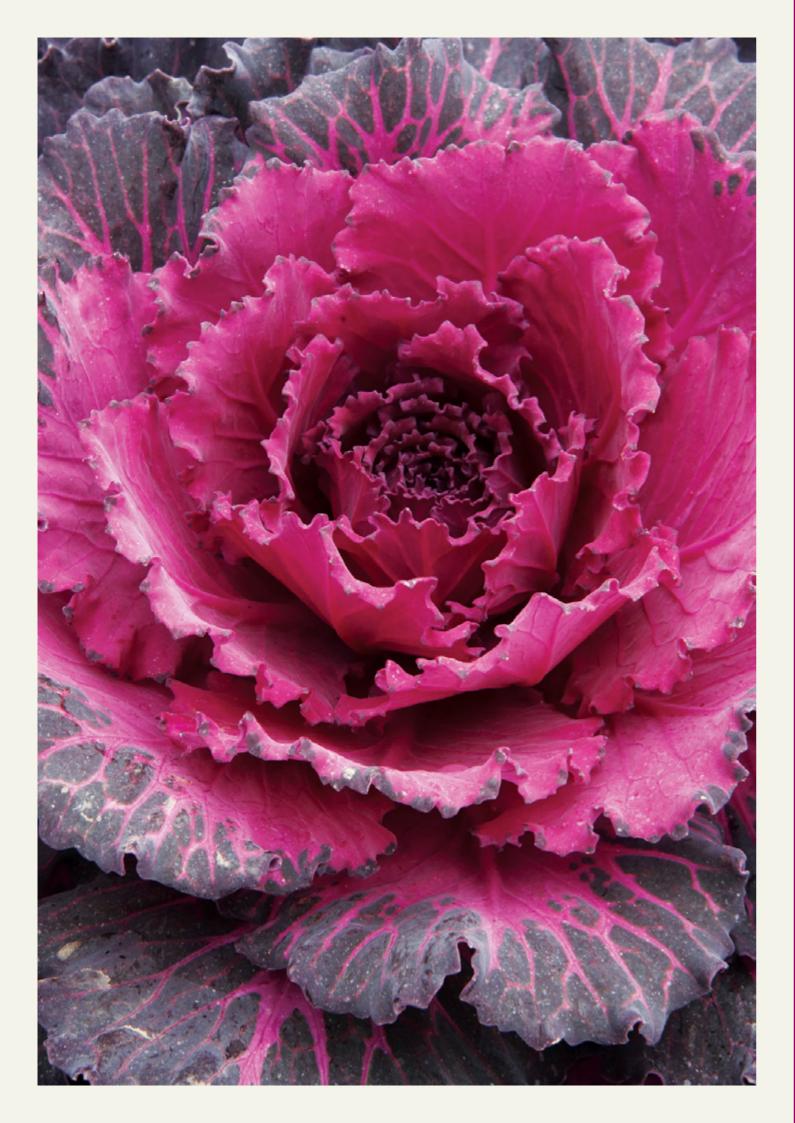
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LiveWell for LIFE's work is based on collaboration with a Network of European Food Stakeholders made up from policy-makers, representatives of the retail industry, farmers, food manufacturers, the health sector, academics and civil society, who gave input at each stage of the project.

Together, we successfully did the following:

- We demonstrated, through the development of the LiveWell Plate, that by making some surprisingly simple tweaks to daily eating choices, those choices would improve national health, remain affordable and reduce the impact of our eating habits on the climate.
- 2 We identified a list of 24 key opportunities for and barriers to the adoption of sustainable healthy diets in the EU which consumers, policy makers and business may experience.
- We found a range of available and feasible EU policy options to encourage a shift towards more sustainable and low carbon diets.
- We carried out an economic impact assessment of the adoption of sustainable diets by 2020 according to various scenarios.
- We asked our Network of European Food Stakeholders to develop pathways towards the adoption of sustainable diets.

The Network of European Food Stakeholders' input, combined with research carried out by LiveWell for LIFE, helped identify policies and private initiatives which could make sustainable diets happen in the EU.









KEY RECOMMENDATIONS

We call on the entire food chain to support these eight policy recommendations to help encourage healthy and sustainable diets:

1



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



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



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



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

2



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

3



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

4



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

5





Competition policy should not eclipse sustainability objectives:

we want the EC and member states to find agreement on how the EU's competition policy can provide a fair market environment. We also want them to set predictable frameworks for minimum standards and stimulate front-runners on health and environment.

6



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



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

8

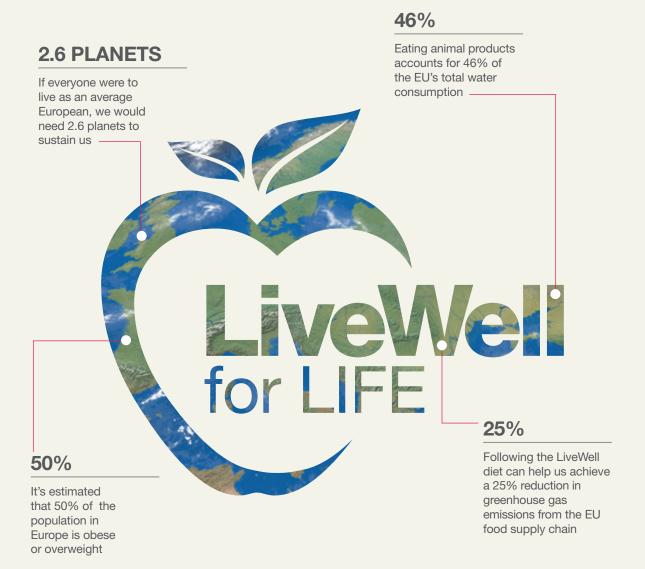


Ensure food chain accountability: we want industry to be an important partner in encouraging more healthy and sustainable diets. Voluntary commitments should be underpinned by realistic targets. If these are not met, governments need to be ready to step in with regulation.

For more details of these recommendations, please visit livewellforlife.eu



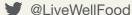
LiveWell in numbers



LiveWell for LIFE



infolivewell@wwf.org.uk





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For more information about the project partners, contact:

WWF UK

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

WWF European Policy Office

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

Friends of Europe

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