

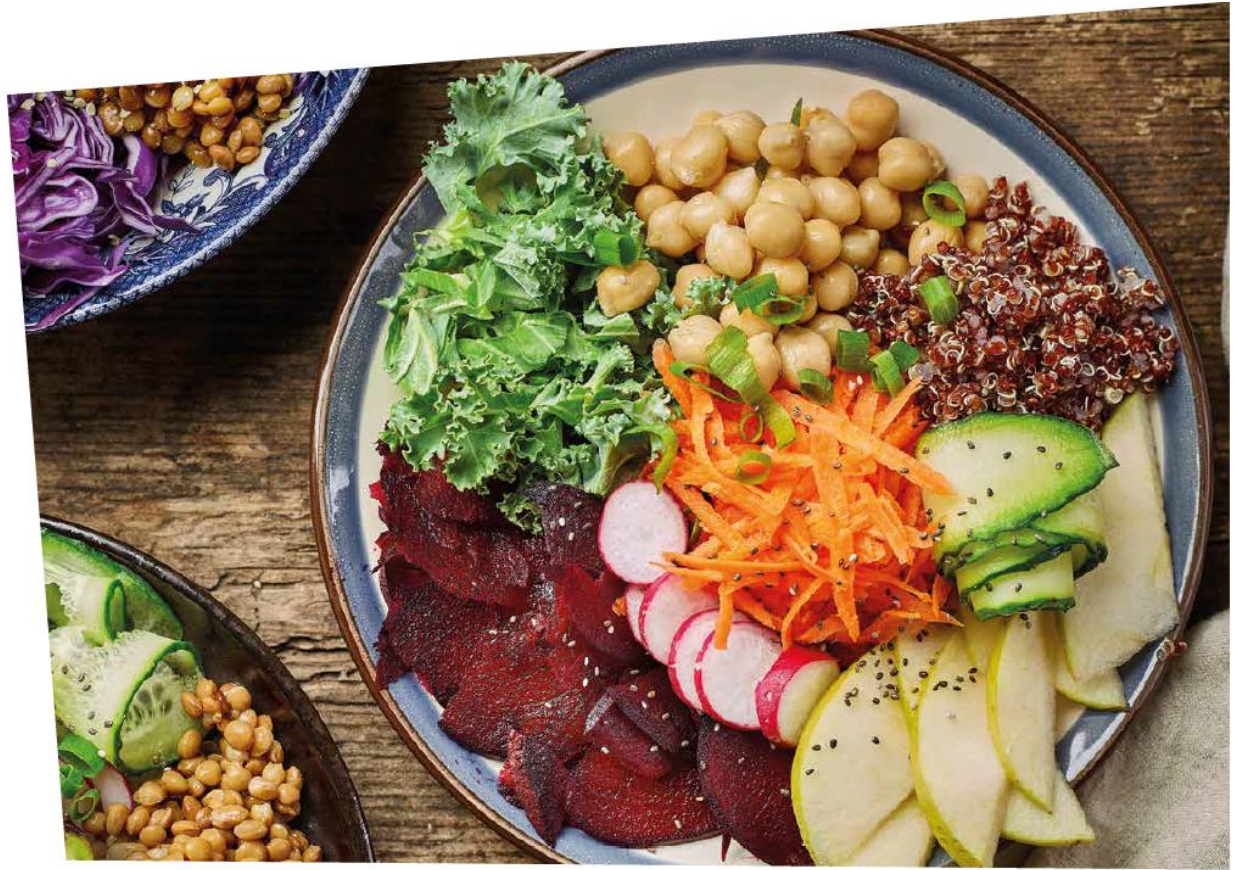


SU-EATABLE LIFE

Reducing carbon emissions in the EU through sustainable diets (LIFE16 GIC/IT/000038)



Project framework



A (UN)SUSTAINABLE FOOD SYSTEM



Food systems are environmentally, socially and economically dysfunctional worldwide.

From 1961, the per capita food supply has increased by 30% to cope with increasingly growing and urbanized populations, water use has doubled, and fertilizer utilization has increased by 800%.

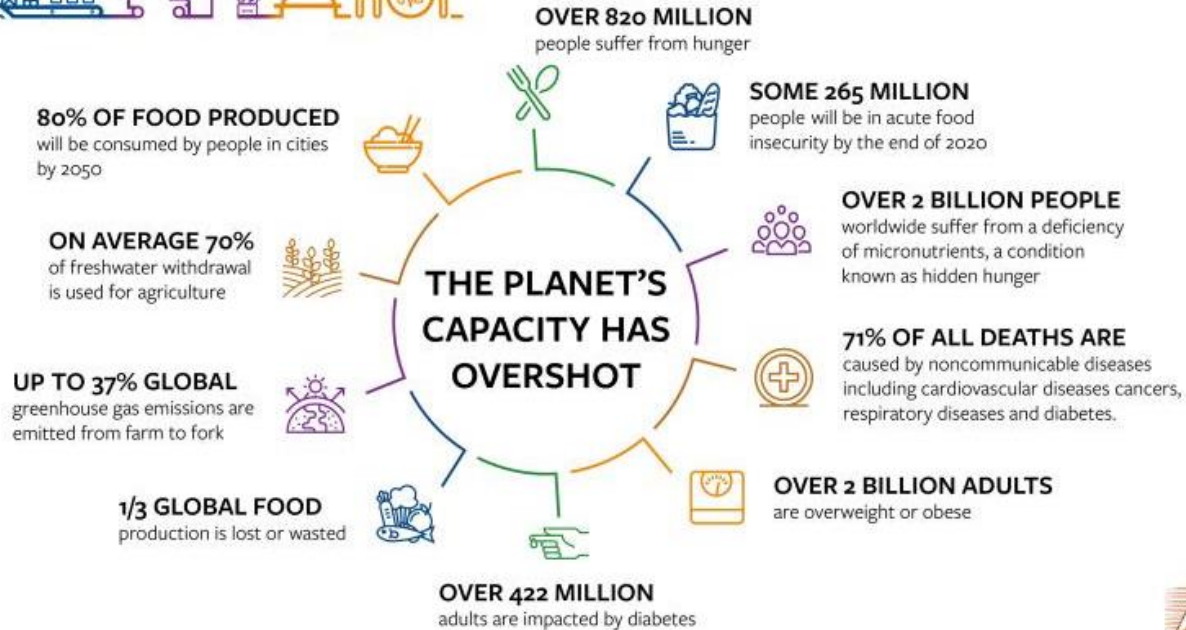
The global nutrition transition towards diets that are higher in energy, sugars, refined cereals, fat, and meat is reflected in the **growing incidence of chronic non-communicable diseases (NCDs)**, such as obesity, Type 2 Diabetes and cardiovascular diseases, that have reduced (healthy) life expectancies globally.

Unhealthy dietary patterns have largely been driven by obesogenic food environments that have failed to deliver healthy and sustainable food choices as the simplest and preferred ones, while often making unhealthy options the most easily available, accessible and affordable.

Current global dietary trends, if unchanged, will drive a substantial **increase** in:

- **food systems' greenhouse gas (GHG) emissions**, already amounting up to 37% of the total anthropogenic GhG emissions, more than the heating of buildings (23.6%) and transportation (18.5%)
- **water resources use** (92% of humanity's water footprint relates to food production and consumption)
- **deforestation and biodiversity loss.**

A (UN)SUSTAINABLE FOOD SYSTEM



SOURCE:  **Barilla Center**
FOR FOOD & NUTRITION

PEOPLE, FOOD AND SUSTAINABILITY



Food stands in the midst of environmental and human health and is thus an extraordinary leverage to improve both.

Ensuring access, availability, affordability of healthy and sustainable diets has a huge potential to reduce the incidence of diet-related diseases, disabilities and deaths, as well as to prevent land clearing, biodiversity loss, water exploitation.

Recent research shows that people are now more informed about climate change than in the past and **increasingly aware of the impact of food on health and the environment**. They believe that it is possible to reduce human footprint through their daily food choices and that a change in personal habits must happen now.

However, they often do not know how different food products differ in their environmental impact. This **lack of information** limits their ability to make informed choices and represents an important gap to be bridged.

Interviewed people expressed a strong willingness to **learn more about sustainable diets**, with a preference for **initiatives taking place where food is consumed or purchased** (e.g., in restaurants, canteens or supermarkets).

SOURCES:

[1] SURVEY CONDUCTED ON 802 RESPONDENTS, SU-EATABLE LIFE (MAR, 2019)

[2] IPSOS FOR SU-EATABLE LIFE (OCT, 2019)

[3] ANSA (FEB 21, 2020) - [LINK](#)

[4] TW NEWS (SEPT 3, 2020) - [LINK](#)

THE KEY ROLE OF SUSTAINABLE DIETS ON CLIMATE



Dietary interventions should also be at the core of any climate strategy – as recognized by the EU Farm to Fork strategy – which aims to keep global warming below 1.5°C over the next 30 years.

“We are doing everything in our power to keep the promise that we made to Europeans: make Europe the first climate neutral continent in the world, by 2050 [...]. With the new target to cut EU greenhouse gas emissions by at least 55% by 2030, we will lead the way to a cleaner planet and a green recovery.”

[**URSULA VON DER LEYEN**, PRESIDENT OF THE EUROPEAN COMMISSION, SEPT 17, 2020]

When it comes to tackling climate change, the focus tends indeed to be on ‘clean energy’ solutions – the deployment of renewable energy, improvements in energy efficiency, transition to low-carbon transport. But the global food system is also a key contributor to emissions. And it’s a problem for which we don’t yet have viable technological solutions.

Reducing emissions from food will be one of our greatest challenges in the coming decades. We will need a menu of solutions: improvements in agricultural efficiency, technologies that make low-carbon food alternatives scalable and affordable, **changes to diets**, food waste reduction.

Consumption patterns drive food production and its impacts.

This is why a **radical transformation towards sustainable eating habits** would have substantial benefits for public health, economic growth, social wellbeing and the environment.

SU-EATABLE LIFE



THE PROJECT AT A GLANCE



Four partners:



Barilla Center for Food and Nutrition Foundation

barillacfn.com

The Barilla Center for Food and Nutrition Foundation (BCFN) is an independent multidisciplinary research center, which aims to provide People, Institutions and Media with activities and scientifically robust analysis related to food and its relationships with societies and environment.



GreenApes

greenapes.com

greenApes is a Benefit Corporation which activities have the purpose of promoting sustainable lifestyles. In the greenApes app, users share their green ideas, actions and tips with the community. Doing so they inspire each other and get rewarded with eco-friendly gifts and discounts.



Wageningen University

wur.nl

Wageningen University is the leading EU university in the Life Sciences. Researchers and students at University focus on the field of nutrition, health, nature and the living environment. The chair-group Health and Society, department of Social Science is specialized in innovative approaches in health and nutrition promotion.



The Sustainable Restaurant Association

thesra.org

The SRA is a NGO supporting 8,000 restaurants and food service providers. It develops Sustainability Ratings and offers consultancy and training services, aiming to make sustainability part of the DNA of food service businesses and to invite consumers to understand what makes food good.



<< Experiments in two Countries >>



THE PROJECT: AIM AND KEY PRINCIPLES



SU-EATABLE LIFE (SEL) aims at engaging EU citizens to adopt a **sustainable and healthy diet** with the long-term objective to contribute to a substantial **reduction in GHG emissions and water saving** in the EU.

Through the analysis of medical and scientific literature in the field, we elaborated **8 key principles** that stand at the basis of sustainable and healthy nutrition, and indications for a weekly balance and sustainable diet.

- Eat vegetables, fresh and dried fruit, pulses and whole grains
- Reduce packaging and disposables, reuse, recycle
- Choose seasonal ingredients, local or traditional varieties
- Reduce your consumption of meat, especially red and processed meats
- Favor fresh and minimally processed food in your diet
- Moderate the quantity of dairy products
- Drink lots of tap water and don't waste it
- Avoid food waste by considering your portion size

Plant-based food

Eating a diet full of a range of veg, fruit, pulses and whole grain is a great way to ensure you're eating in a healthy and climate-friendly way.

Red meat

ONE PORTION A WEEK
Red meat can have a large impact on your health and on the Planet if you eat it too much.

Pulses and legumes

MAKE THEM THE STAR OF YOUR MEALS!
They are versatile, sustainable, high in fibre and low in fat, salt and sugar.

Add variety

UP TO THREE TIMES A WEEK
 UP TO TWICE A WEEK
Fish, poultry, eggs and cheese have a lower impact on the Planet than red meat.

THE PROJECT: ACTIVITIES AND PARTNERS



The SU-EATABLE LIFE (SEL) project is organized into **4 main activities**:

1. **Analysis and research**
2. **Engagement and experiments** in university and company canteens
3. **Communication**
4. **Replication** - strategic partnerships for replicability and transferability of the proposed solutions to other contexts and activities

We are working with numerous **partners in Italy and UK** to inspire people to choose healthy and sustainable food in company and university canteens.



IN-CANTEEN EXPERIMENTAL ACTIVITIES



Areas of action

1. **Food offer improvement.** Analysis and revision of the menu in collaboration with the catering service management and chefs, with daily offer of dishes marked as optimal from a nutritional and environmental point of view (**My Plate 4 the Future - MP4F**).
2. **Training** of chefs and kitchen personnel.
3. **Communication.** Introduction of printed communication materials (posters, banners, etc.) in canteen and realization of digital campaigns promoting sustainable healthy recipes served in-canteen and to be prepared at home, aiming to increase canteen users' awareness of the benefits of adopting a healthy and sustainable diet.
4. **Engagement.** Use of the greenApes digital platform to encourage the active involvement of canteen users through challenges, rewards, etc.
5. **Impact calculation.** Measurement via sales data of the impact of canteen users' food choices, in terms of carbon and water footprints reduction.

MY PLATE 4 THE FUTURE (MP4F)



MP4F is a symbol aiming to identify the dishes on the menu that are balanced and sustainable from a nutritional and environmental point of view (carbon footprint, water footprint).

Benefits: a quick and easy way for canteen users to...

- ✓ identify sustainable dishes
- ✓ learn through food choices
- ✓ get rewarded via the greenApes app



ENVIRONMENTAL TARGET PER MEAL



Carbon footprint

0.80 - 1.0 kg CO₂ eq. per meal



Water footprint

700 - 1,000 litres per meal

MP4F: HOW DOES IT WORK?



Environmental limit per meal: CF 1 kg CO₂eq. - WF 1,000 litres



CF 0.170 kg CO₂eq.
WF 189 liters of water



CF 0.410 kg CO₂eq.
WF 580 liters of water



CF 3.7 kg CO₂eq.
WF 2380 liters of water



CF 0.07 kg CO₂eq.
WF 99 liters of water

COMMUNICATION ACTIVITIES



Sustainable cookbook

Edu-contents (e.g., videos, tips)

Banners and posters

Table talkers



Promote



Inform & educate



Engage



Ricettario sostenibile



20/12/2020

Insalata di farro, olive taggiasche e more

Una ricetta fresca e profumata a base di cereali e frutta.

→



08/12/2020

Tortino di Natale

Un cuore cremoso racchiuso in uno scrigno di zucca e patate, per festeggiare in modo sostenibile.

→



09/12/2020

Orecchiette con cime di rapa

Un grande piatto della tradizione, con un gusto unico e un piccolo impatto ambientale.

→



25/11/2020

Bocconcini di pollo all'arancia

La delicatezza della carne bianca incontra il colore e il sapore degli agrumi.

→



12/11/2020

Vellutata d'autunno

Un sapore delicato e avvolgente, per un piatto ricco di proteine ma povero di grassi.

→



28/10/2020

Risotto di Halloween

Gusto e colori dell'autunno, un tesoro di carotenoidi e nutrienti.

→



20/08/2020

Caponata agrodolce con zucchine e melanzane

Un gustoso piatto unico, estivo, sano e sostenibile.

→



28/07/2020

Crocchette ai cereali

Una crocchetta lina l'altra, con un gusto originale e sostenibile.

→



21/07/2020

Sarde Siciliane alla Beccafico

Un piatto profumato e saporito, ricco di proteine e Omega 3.

→



Preliminary results

PHASE 1 (NOV 2019 - FEB 2020)



PRELIMINARY RESULTS: NOV 2019 - FEB 2020



The first experimental phase of the project started at the beginning of 2020 in **seven Italian and UK canteens**. Despite the COVID-19 crisis, **important preliminary results** have already been achieved.

Workers

involved in the experimental phase > **~2,250**
informed about the project > **10,000+**

Students

involved in in the experimental phase > **~1,850**
informed about the project > **~56,000**

What has been done



Review with caterers and chefs of the 2019/20 menus

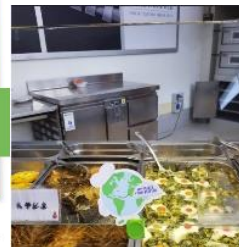
Reduction of red meat dishes and increase in low-impact second meal offer

Information, communication and user engagement activities

- *Creation of a mini guide for chefs*
- *Posters, banners and information materials in the canteen, newsletter, video;*
- *Labelling of sustainable dishes in the menu as MY PLATE 4 THE FUTURE;*
- *Introduction of the greenApes app*

Collection and analysis of purchase and sales data

Oggi la Terra consiglia:
inizia anche tu a fare la differenza.



PRELIMINARY RESULTS: NOV 2019 - FEB 2020



The average environmental impact of users attending canteens participating in the project has significantly decreased (up to 32%), with a saving of about half a kilogram of CO₂ equivalent (carbon footprint) and about 390 litres of virtual water (water footprint) per person per meal, compared to the average impact of a meal consumed by European citizens.



500 g of CO₂ eq. (carbon footprint)



390 litres of virtual water (water footprint)



Estimated annual saving, considering the Italian population (15-64 years):

14 million tons of CO₂ eq.

equal to emissions from an air flight with 200 passengers on board that makes more than 16,000 trips around the world

11 billion m³ of water footprint

comparable to half of the water volume of Lake Como



Phase 2 - 2021



PHASE 2: OCT 2020 - MAY 2021



Italy

Ducati: activities (in-canteen + digital) relaunched on Oct 15, 2020
Barilla: activities (in-canteen + digital) relaunched on Jan 18, 2021
University of Parma: digital-only activities relaunched on Apr, 2021

UK

User engagement through digital activities relaunched on Mar-Apr 2021.

The approach. Food experience as the key element of people's educational involvement about sustainable healthy diets through special sustainable recipes (Chef's Dishes) served in-canteen and publicized on greenApes and SU-EATABLE LIFE website to be cooked by people at home.

The aim. Going beyond the physical canteen space, reaching and educating people also at home.

Channels. In-canteen activities (sales data collection + labelling of sustainable dishes on the menu + posters) are complemented by digital communications via the project channels (website, app) + internal channels of the partners (e.g., website, social media, newsletters, etc).

SCOPRI LA RICETTA SU WWW.SU-EATABLELIFE.ESURICETTARIO

RISOTTO DI HALLOWEEN

Gusto e colori dell'autunno, un tesoro di carotenoidi e nutrienti

Buona sostenibilità ambientale:

Per porzione:
470 g CO₂ equivalente - Impronta di carbonio
464 litri - Impronta idrica
607 Kcal

Ricetta creata dallo chef **Simone Gavelli** di Palazzo Riconoscimenti per la mensa Ducati.

SCOPRI LA RICETTA SU WWW.SU-EATABLELIFE.ESURICETTARIO

SGOMBRO ALLA ZINGARA

Un secondo saporito e sostenibile, che celebra la biodiversità dei nostri mari.

Alto livello di sostenibilità ambientale:

Per porzione:
219 g CO₂ equivalente - Impronta di carbonio
528 litri - Impronta idrica
312 Kcal

Ricetta creata dallo chef **Simone Gavelli** di Palazzo Riconoscimenti per la mensa Ducati.

SCOPRI LA RICETTA SU WWW.SU-EATABLELIFE.ESURICETTARIO

CREMA DI CECI E PATATE

Un piatto caldo e avvolgente, per affrontare l'inverno con gusto e sostenibilità.

Altissimo livello di sostenibilità ambientale:

Per porzione:
79 g CO₂ equivalente - Impronta di carbonio
371 litri - Impronta idrica
357 Kcal

Ricetta realizzata dallo Chef **Claudio Pissino** di Palazzina Ristorazione per la mensa Barilla di Nimesca.

IN CANTEEN: THE 'CHEF'S DISH' CARD



Link to the online recipe

Recipe name and brief description of the dish

RISOTTO DI HALLOWEEN

Gusto e colori dell'autunno,
un tesoro di carotenoidi e nutrienti

Buona sostenibilità ambientale:



Per porzione:

470 g CO₂ equivalente - impronta di carbonio

464 litri - impronta idrica

607 Kcal

Ricetta creata dallo chef **Simone Garelli** di Felsinea Ristorazione per la mensa Ducati.



'Chef's Dish' label

SCOPRI LA RICETTA SU
WWW.SUEATABLELIFE.EU/RICETTARIO

Environmental sustainability level of the dish



Good



High



Very high

Credits

(chef, caterer, company)

Pic of the dish

SEL + Life logos



ONLINE: SUSTAINABLE COOKBOOK

The sustainable recipes presented in canteens (plus digital Communications) are part of the wider **SU-EATABLE LIFE online**

sustainable cookbook,

Available in both Italian and English languages.

www.sueatablelife.eu/en/cookbook/

1,3k+

Online visitors

70+ sustainable recipes
(progressive target 200+)

Oct-20 – Mar-21

Ricettario sostenibile

- 22/12/2020 Insalata di farro, olive taggiasche e more**
Una ricetta fresca e profumata a base di cereali e frutta.
- 36/12/2020 Tortino di Natale**
Un cuore cremoso racchiuso in uno sciroppo di zucca e patate, per festeggiare in modo sostenibile.
- 09/12/2020 Orecchiette con cime di rapa**
Un grande piatto della tradizione, con un gusto unico e un piccolo impatto ambientale.
- 25/11/2020 Bocconcini di pollo all'arancia**
La delicatezza della carne bianca incontra il colore e il sapore degli agrumi.
- 31/12/2020 Vellutata d'autunno**
Un sapore delicato e avvolgente, per un piatto ricco di proteine ma povero di grassi.
- 08/10/2020 Risotto di Halloween**
Gusto e colori d'autunno, un tesoro di carotenoidi e nutrienti.
- 09/09/2020 Caponata agrodolce con zucchine e melanzane**
Un gustoso piatto unico, estivo, sano e sostenibile.
- 06/09/2020 Crocchette ai cereali**
Una crocchetta tira l'altra, con un gusto originale e sostenibile.
- 01/07/2020 Sarde Siciliane alla Beccafico**
Un piatto profumato e saporito, ricco di proteine e Omega 3.

Sgombro alla zingara

Un secondo saporito e sostenibile, che celebra la biodiversità dei nostri mari.

Alto livello di sostenibilità ambientale!

Per posizione: 216 e CO₂ equivalente - Impronta di carbonio 118 kWh - Impronta idrica 112 litri

Il consiglio dello chef
Per un piatto ancora più gustoso, puoi scegliere il tempo di cottura desiderato in base alle preferenze di cottura.

Il consiglio ambientale
È pesce a una valida alternativa alla carne grazie alle sue proprietà nutrizionali. Tuttavia, anche il pesce ha un impatto sull'ambiente. Tale impatto risulta essere maggiore in paesi con un alto consumo di allevamento intensivo di grandi allevatori. I nostri chef hanno ideato questa ricetta così innovativa e gustosa, rispettando la biodiversità del nostro mare e migliorando il modo possibile, sempre sempre preso coscienza e rispettando.



COMMUNICATION RESULTS (DEC 2020)



DIGITAL COMMUNICATION

SEL website. Unique users: 5K+

Project partners' webpages dedicated to SEL. Total views: **9K+**

SEL newsletter. Subscribers: 342; newsletters sent: 4.
Project partners' newsletters sent (total): 10; people informed about the project through partners' newsletters (total): **10K+**

Social media.

(a) **Facebook** impression: **40K+**

(b) **Twitter** impression: **334K+**

Reach Twitter chat World Water Day 2019: **5.2M+**

Reach Twitter chat World Food Day 2019: **4M+**

(c) **Instagram** impression: **15K+**

(d) **LinkedIn** impression: **10K+**.

PRESS RELEASES AND MEDIA OUTREACH

4 dedicated press releases (BCFN/the SRA) + 7 additional press releases (BCFN)

379 dedicated news and interviews about SEL on Italian and international media, including newswires, major tiers 1 and radio/tv interviews.



CONFERENCES AND EVENTS

SEL presented during **48 international events** and **2 press conferences**

Mid-term conference (Dec 3, 2019)

127 registered attendees

Live-streaming: **822 unique users** via BCFN website, **1K** via @BarillaCFN Twitter account.

Live twitting: estimated reach: **5M+ unique users**. Representatives of five EU LIFE projects attended the event in presence or via live-streaming.



SCIENTIFIC PUBLICATIONS

2 conference papers published

1 journal paper under review

WHY JOIN THE SU-EATABLE LIFE PROJECT?



Benefits for partners

- Be part of an **innovative climate change mitigation project financed by the European Commission**
- Improve the **awareness and engagement of employees** on climate action, health and nutrition as well as the Sustainable Development Goals (SGDs) of the United Nations
- Become a **champion in sustainable diets promotion in the EU**
- Boost **dialogue with EU and Italian stakeholders, institutions and businesses** throughout the project timespan
- Take advantage of the **large outreach potential of the project in media, international conferences and events**



THANK YOU!

By eating well we help the Planet

VISIT OUR WEBSITE
www.sueatablelife.eu

EMAIL US AND SIGN UP FOR OUR NEWSLETTER
info@sueatablelife.eu