



E@H
EAT AT HOME

SIDE SESSION

Welcome!

#FIXFOOD

Putting solutions in the shopping basket

Food retailer approaches and interventions to support more sustainable food consumption

VALUMICS

Food Systems Dynamics

19 November | Tune in live from 15:00 - 16:30 CET



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Welcome!

Session recording



The session is being recorded and the link will be shared with you all in the follow-up

Avoid multi-tasking



Make the most out of your time with us and, if possible, please switch off your emails, web browser and phone

Send us your questions



Send your questions and comments through the Q&A window. We will address them later in the speaker panel

Contact Ramon for technical support if needed



In case of any IT issues experienced during the webinar, please contact directly Ramon by writing to the panelists in the chat

About VALUMICS

H2020 EC funded project

H2020 project funded by the European Commission, with 21 partners, including two Asian partners, led by the University of Iceland

Food value chains

Support decision makers in increasing the **resilience**, **integrity** and **sustainability** of food value chains in Europe

Stakeholder engagement

Enabling a dialogue for joint action among stakeholders in Europe is part of the mission of VALUMICS



Valumics received funding from the European Union's Horizon 2020 research and innovation programme under the grant agreement No 727243

www.valumics.eu

About VALUMICS



What is the purpose of this webinar?

Exchange about what works to support more sustainable food consumption behaviours

Retailer strategies

How can food retailers play an **active role** in supporting the transition towards healthier and more sustainable food consumption?



Interventions

What can we **learn** from behavioural interventions applied in real-life contexts?



Way forward

How might we **replicate and scale up** successful interventions on the way forward? Which actions should we **prioritise**?



Agenda

Time	Topic & Speaker
15:00-15:10	Welcome & Introduction <i>by Mariana Nicolau, CSCP</i>
15:10-15:20	EU Farm to Fork Strategy: Promoting sustainable food consumption and the Code of Conduct process <i>by Isabelle Rollier, Policy Officer, Farm to fork strategy, DG SANTE, European Commission</i>
15:20-15:30	The role of retailers in driving Sustainable Consumption and Production <i>by Jan Per Bethge, Project manager, CSCP</i>
15:30-15:35	Interactive polling with participants
15:35-15:45	Behavioural change strategies <i>by Matthew Gorton, Professor of Marketing, Newcastle University</i>
15:45-15:55	Pilot interventions conducted by Rewe International AG, <i>by Jan Dörrich, Senior sustainability manager, Rewe International AG, & Klaus Kastenhofer, Consultant to Rewe International AG</i>
15:55-16:00	Interactive polling with participants
16:00-16:25	Q&A panel with speakers
16:25-16:30	Wrap-up

Isabelle Rollier, Policy Officer, Farm to Fork Strategy, DG SANTE, European Commission
EU Farm to Fork Strategy

The Farm to Fork Strategy

**For a fair, healthy and
environmentally-friendly
food system**

European Green Deal - *von der Leyen Commission*

European Union



Challenges to the EU food system

SOCIAL SUSTAINABILITY



Healthier diets –
reduce
overweight



Improve
animal
welfare



Social rights
workers in food
chain



Food
affordability

ENVIRONMENTAL SUSTAINABILITY



Tackle climate
change



Protect the
environment



Preserve
biodiversity



Reduce food
losses and waste



Circular bio-based
economy

ECONOMIC SUSTAINABILITY



Fairer incomes for farmers,
fishers & aquaculture
producers



Just
transition



New business & job
opportunities



Establish a sustainable food system that:



- **has neutral or positive environmental impact** of food production:
 - preserving and restoring the land and sea-based resources;
 - mitigate climate change and adapt to its impact;
 - reversing the loss of biodiversity;



- **ensures food security and public health:**
 - Access for everyone to sufficient, nutritious, sustainable food;
 - high standards of safety and quality, plant health, animal health and welfare



- **preserves the affordability of food**, while (a.o.):
 - generating fairer economic returns & fostering the competitiveness sector
 - promoting fair trade
 - safeguarding occupational health and safety
 - ensuring integrity of the single market



Food security and food safety are cornerstones of our food system, and will never be compromised



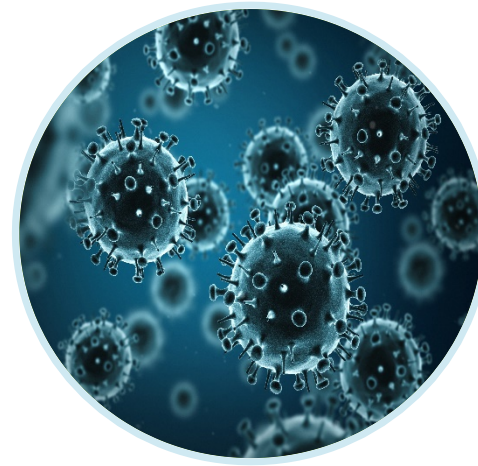
2030 Targets for sustainable food production



Reduce by 50% the overall use and risk of **chemical pesticides** and reduce use by 50% of more hazardous **pesticides**



Reduce **nutrient losses** by at least 50% while ensuring no deterioration in soil fertility; this will reduce use of **fertilisers** by at least 20 %



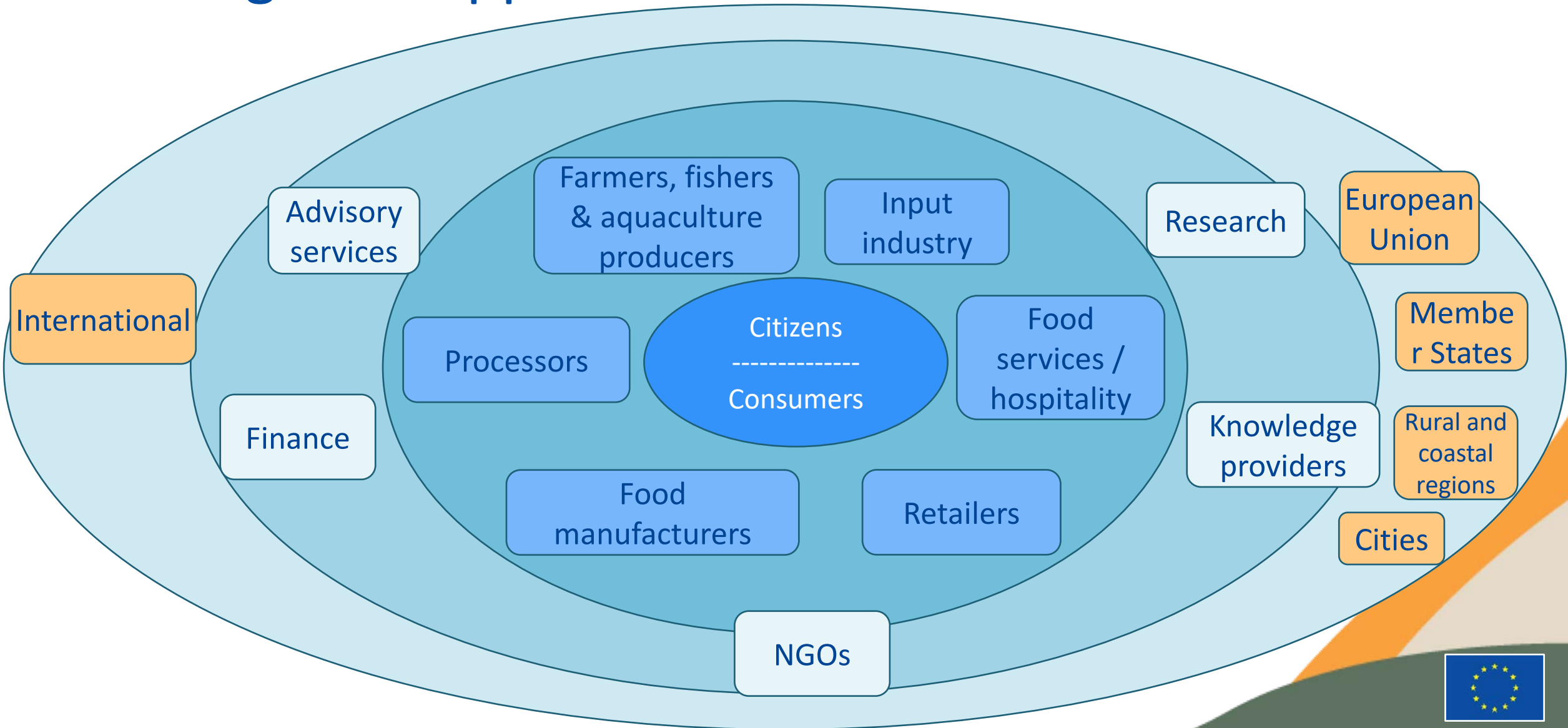
Reduce sales of **antimicrobials** for farmed animals and in aquaculture by 50%



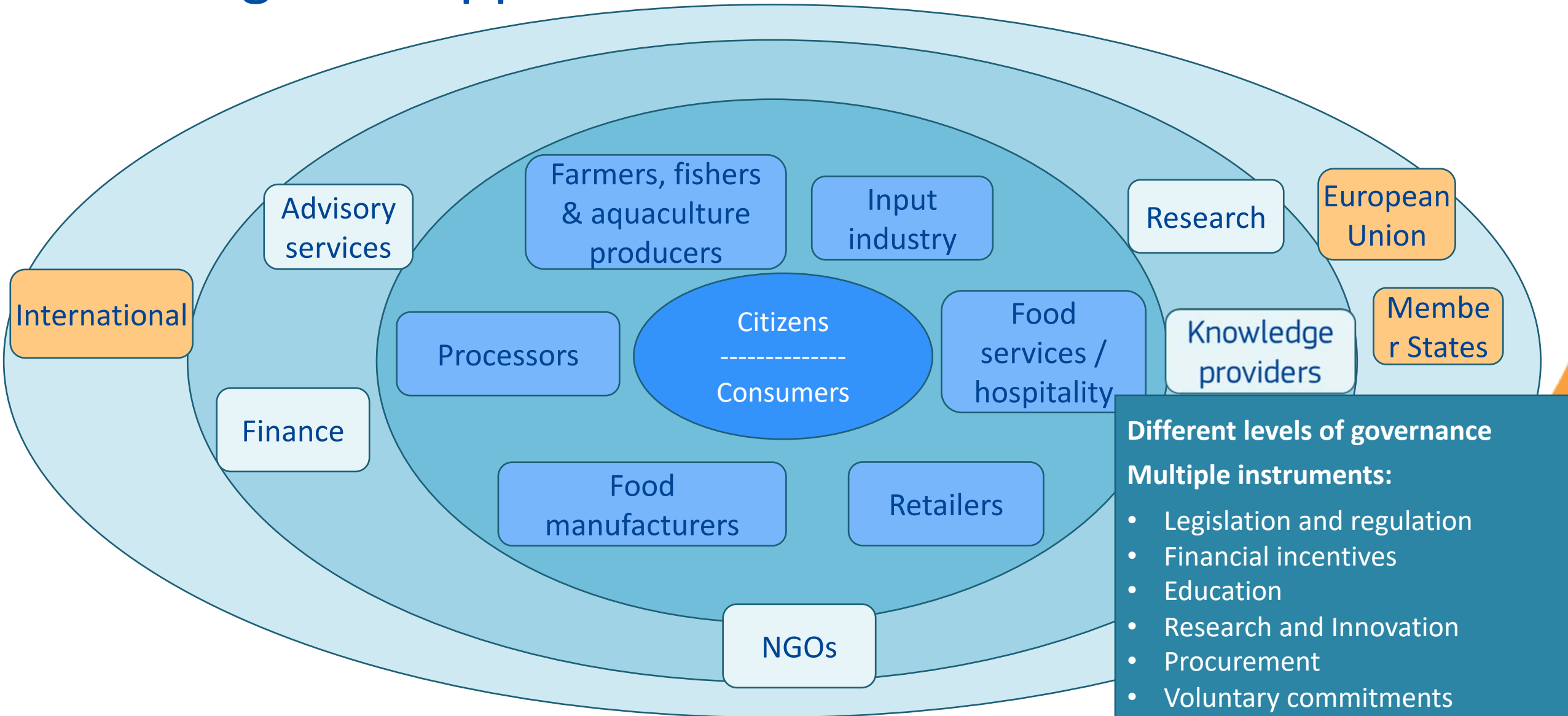
Achieve at least 25% of the EU's agricultural land under **organic farming** and a significant increase in **organic aquaculture**



| Integrated approach from farm to fork needed



| Integrated approach from farm to fork needed





| Concrete actions: overarching

Legislative framework for sustainable food systems (2023):

- Framework with **comprehensive set of general principles and requirements** on the sustainability of food systems
- Basis **to ensure policy coherence** at EU and national level; mainstream sustainability in food-related policies
- Provisions on **governance, collective involvement** of stakeholders

Development of a **contingency plan** (2021)

for ensuring food supply & security in times of crisis



Actions for various actors in the food system

Actions to ensure sustainable farming practices



Actions to stimulate sustainable practices by food industry and retail, hospitality and food service



Actions for sustainable fisheries and aquaculture



Actions to promote shift towards healthy, sustainable diets



Actions to stimulate sustainable practices by food industry and retail, hospitality and food service

Initiative to improve the **corporate governance framework** (integrate sustainability into corporate strategies) (2021)

Develop an **EU code and monitoring framework for responsible business and marketing conduct** in the food supply chain (2021)

Stimulate **reformulation** of processed food, including setting of **maximum levels for certain nutrients** (2021)



Set **nutrient profiles** to restrict promotion of food high in salt, sugar or fat (2022)

Proposal revision EU legislation on **Food Contact Materials** (food safety, environmental footprint) (2022)

Revision **EU marketing standards** for agricultural, fishery and aquaculture products (ensure uptake and supply of sustainable products) (2021-22)

Enhance coordination to tackle **Food Fraud** (2021-2022)



Actions to promote shift towards healthy, sustainable diets

Determine the best modalities for setting **minimum mandatory criteria for sustainable food procurement** (2021)

Review of the **EU school scheme** legal framework: refocus on healthy and sustainable food (2023)

Review of the **EU promotion programme** for agricultural and food products (aimed at sustainable production and consumption) (2020)

Proposal VAT rates (currently being discussed in Council): could allow to make more targeted use of rates (e.g. to support organic fruit and vegetables).



Proposal for a harmonised **mandatory front-of-pack nutrition labelling** to enable consumers to make health conscious food choices (2022)

Proposal to require **origin indication** for certain products. (2022)

Proposal for a **sustainable food labelling framework** to empower consumers to make sustainable food choices (2024)

Nutrition - health		Environment	Social
Nutrition Declaration	Per 100 g		
Energy	kJ/kcal		
Fat	g		
of which saturates	g		
Carbohydrate	g		
of which sugars	g		
Protein	g		
Salt	g		

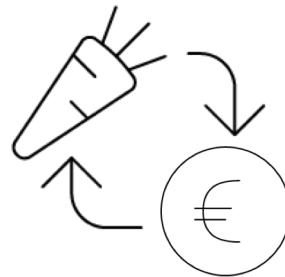
What aspects of a sustainable diet are important for you?

For Europeans, the most important aspect of a “sustainable” diet is that it is healthy; but two other aspects are mentioned by at least four in ten :



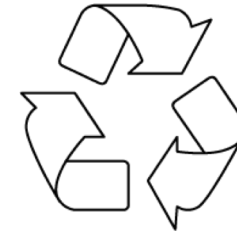
What you eat is
healthy for you

74%



What you eat
supports local
economy

50%



What you eat has been
produced in a way that
minimises waste

40%

EU Circular Economy Action Plan (2015) – food waste prevention: What have we achieved?



- EU Platform on food waste prevention
 - Measure and monitor food waste (Waste Directive 2008/98/EC, as amended in 2018)
 - Facilitate food donation
 - Optimise safe use of food in feed
- And next steps:
- Promote better understanding and use of date marking (proposal by Q4 2022)
 - EU-level targets for food waste reduction (proposal by 2023)
 - Scale up action against food loss and waste



Sustainable food systems: benefits & opportunities

Healthy and sustainable diets:
health and quality of life



Fairer prices – better livelihoods
Sustainable and healthy production practices



New, sustainable business opportunities



Contribute to global transition & protect future generations



For healthy people,
healthy societies
and a healthy planet.

The Farm to Fork Strategy

IT'S DOWN TO US!



Thank you

For more information:

https://ec.europa.eu/food/farm2fork_en

https://ec.europa.eu/food/safety/food_waste_en



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Jan Per Bethge, Project manager, CSCP

The role of retailers

The role of retailers in driving Sustainable Consumption and Production

Jan Bethge (CSCP)

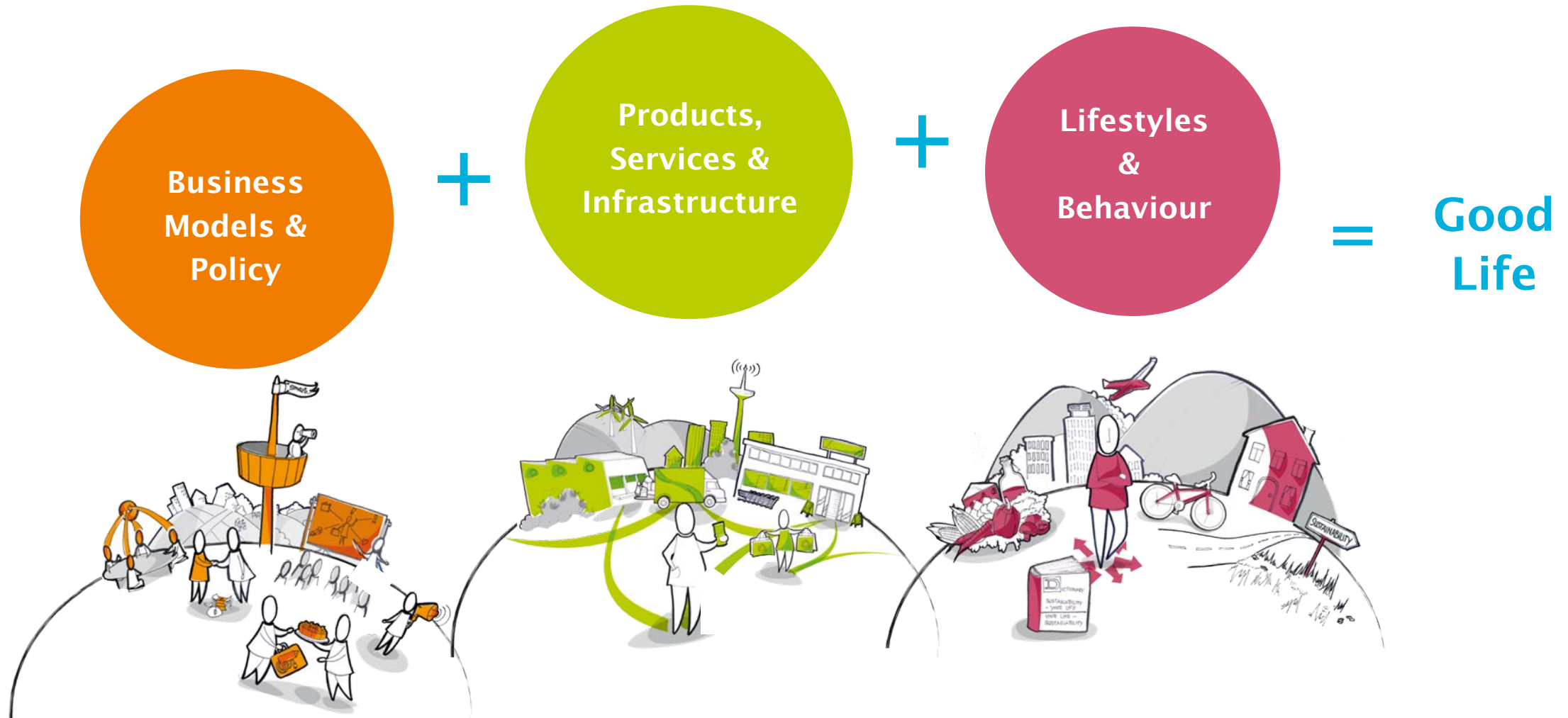


Eat@home event on putting solutions in the shopping basket, 19th November 2020



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The Collaborating Centre on Sustainable Consumption and Production



Retailer between consumption and production



Retailer contributing to sustainable production

Strategic Alliances and Partnerships

Partnerships with NGOs and research institutes around supply chain challenges (i.g. Migros, M&S, Edeka, REWE Group, Aldi, Pro Planet etc.)

Sustainability Hubs

Work on the Next Generation Food, Hub for the food of the future (e.g. Metro NX Food)

Supply chain projects

Supplier sustainability projects and capacity building programmes (all)

Supplier Sustainability Assessment and Development

Sustainability assessment schemes including improvement talks and actions (Walmart, Carrefour, TESCO, M&S, REWE etc.)

Adaptation of commodity standards

Coffee, Cocoa, Tea, Palm oil, Seafood, Dairy products (RA, Fairtrade, RSPO, GMO-Free, MSC, ASC...)

Sustainable sourcing guidelines

Dismissal/Integration of food products due to quality or origin (i.e Metro Group, Aldi, Ahold, REWE Group, Coop, Lidl etc.)

Sustainability product lines

Own-brand products range that emphasis sustainability aspects (i.e. Organic, FairGlobe,.)

Example: PRO PLANET (REWE)

NGO-Council for more sustainable products



Sustainability Risk Assessment

Implemented Measures

Stakeholder Council

Product Label

	Raw Material / Agriculture	Production	Distribution and Retail	Consumption and End-of-Life
Environmental				
Material Use	●	●	○	●
Energy**	●	●	○	●
CO2 Emissions**	●	●	○	●
Water consumption	●	●	○	●
Land Use / Biodiversity	●	●	○	●
Waste	●	●	○	●
Emissions to Air (including GHG)	●	●	○	●
Emissions to Water	●	●	○	●
Social Aspects				
General Working Conditions**	●	●	○	●
Social Security	●	●	○	●
Training and Education	●	●	○	●
Worker's Health and Safety	●	●	○	●
Human Rights	●	●	○	●
Living Wages	●	●	○	●
Consumer Health and Safety**				●
Product Quality				●

** This overview table is only to demonstrate how a table would look like and is not based on actual data
**Light red circles surrounded by a dark red circle are perceptual Hot Spots



<https://pro-planet.info/>

Retailer contributing to sustainable consumption

Consumer councils

Invitation of consumers to participate in provide their views on sustainability activities (i.e. consumer boards, councils etc.)

Communication partnerships

NGO Partnerships around topics like food waste, sustainable diets to learn about consumers and improve communication (joint campaigning, strategic partnerships with NGOs)

Demonstration and exposure

Concerted marketing efforts with sustainability focus with activities to engage consumers (i.g. Sustainability weeks, Fair Trade Fortnight...)

Trainings

Training of staff to sensitize consumers and application of different formats that target consumers directly (cooking classes, healthy eating assistants...)

Communication

Day-to-day marketing actives (In-store displays, on product information leaflets and mailers...)

Consumer research

Market research, Segmentation of consumer groups, In-Store surveys to learn on priorities and trends...

Consumer education

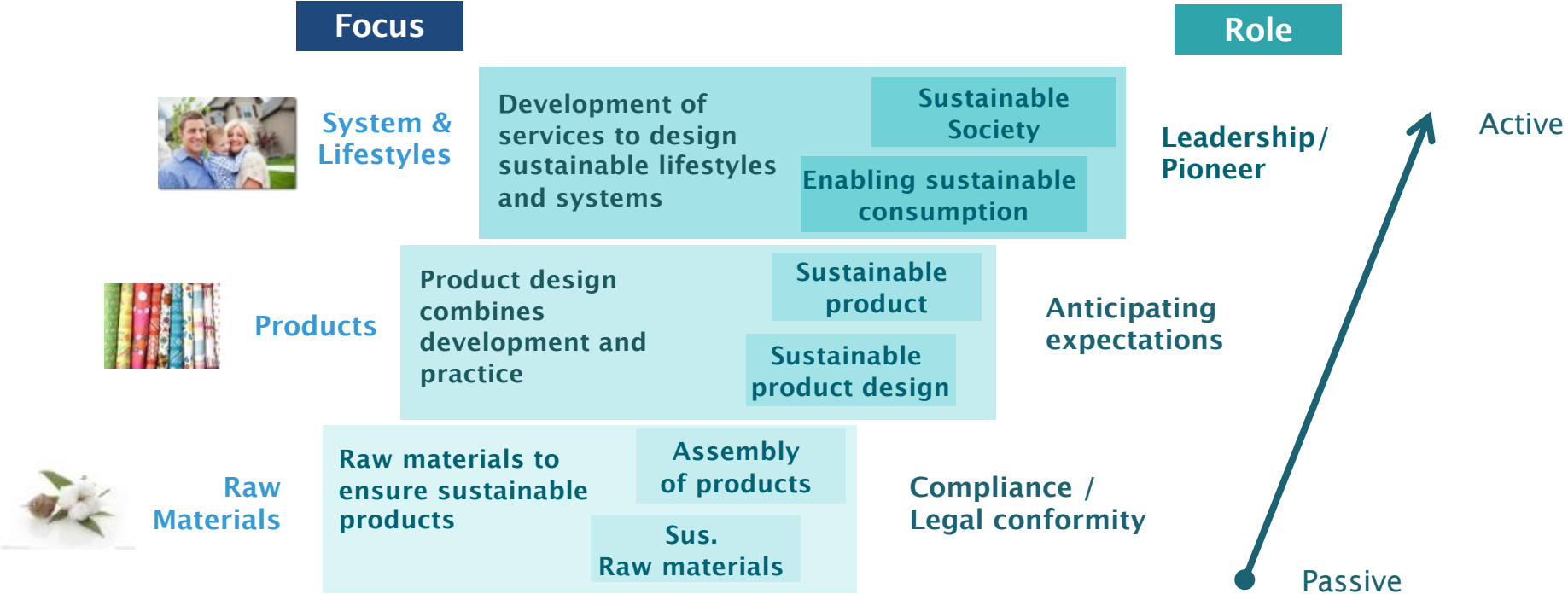
Evaluation and communication of sustainability performance (i.e. animal welfare, Nutri-Score, How to recycle...)

Example: Sustainability weeks (REWE)

Sustainability communication together with brand producers



Broadening the focus and taking an active role

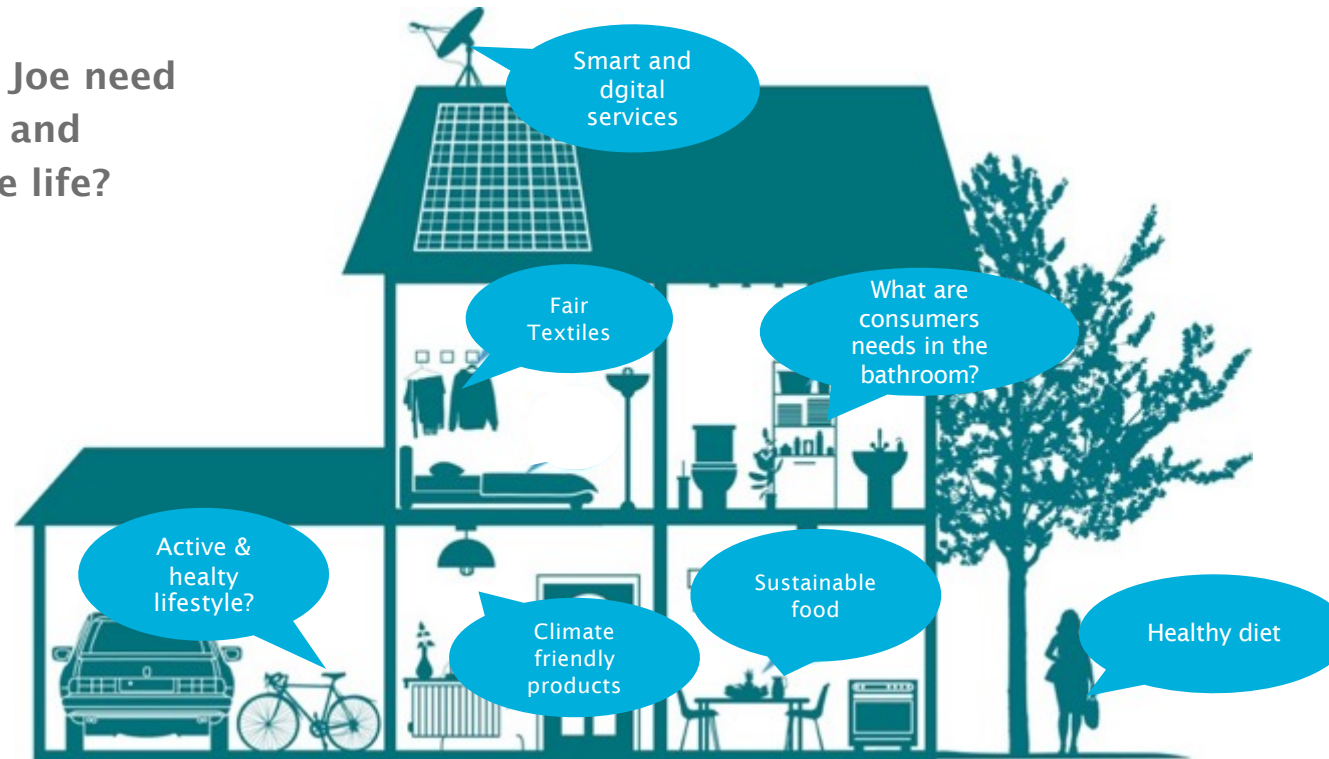


Thinking sustainability from the consumer

Full-fledged understanding consumer's needs and behaviour in the context of sustainability?



What does Joe need for a good and sustainable life?



Polling #1

What Farm to Fork strategy transitions towards more sustainable food consumption you consider most relevant for retailers to engage with and support? (multiple choice)

- Moving to a more plant-based diet with less red and processed meat
- Increasing consumption of whole-grain cereals, fruit and vegetables, legumes and nuts
- Reducing the environmental and carbon footprint of food consumed
- Preserving the affordability of food, while generating fairer economic returns
 - Reducing food waste
 - Others (*write in the chat*)

Matthew Gorton, Professor of Marketing, Newcastle University
Behavioural change strategies

Behavioural Change Strategies

Prof. Matthew Gorton (Newcastle University)



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Conventional strategies for behavioural change to sustainable diets

Economic incentives – at either consumer or producer level. Examples: soda taxes, fruit and vegetable subsidies, free school meals

Positive effects but often not “transformational” (Afshin *et al.* 2017).

Tax on soda drinks may not lead to reduction in sugar consumption, if reduction in sugary drinks consumption compensated by higher consumption of other sugary products

Laws and regulations – prohibit unsustainable production processes, restrictions on advertising etc. Depend on political will and coalitions. May have unintended consequences.

Education – public health campaigns. Effectiveness very mixed (Murimi *et al.*, 2017) but important for creating goal but may not lead to action.

Retail strategies for behavioural change to sustainable diets

Choice editing – eliminating the option of buying products with a poor environmental or social record or other negative outcome (Gunn and Mont, 2014)

Choice expansion – introducing more sustainable / environmentally friendly options alongside existing alternatives

Choice environment – modify in-store or digital environment to affect consumer behaviour. Factors include – layout, positioning of options on shelves, point of sale materials, music (Cadario and Chandon, 2020; Nicolau et al., 2020).

Need to consider retail strategies considering the intention-behaviour gap

Sustainable food consumption suffers from an intention – behaviour gap (Vermeir et al. 2020).

Discrepancies ‘between what consumers say they are going to do and what they actually do at the point of purchase’ (Carrington et al., 2010, p.141).

Widely seen as desirable goal (European Commission, 2020), but actions lag intentions.

What causes intention-behaviour gaps and how may retail strategies discussed previously help reduce them?

Reasons for intention-behaviour gap

- 1. Obstacles encountered.** Opportunities (availability) and abilities (financial, knowledge)
- 2. Prioritization of other goals** e.g. convenience, frugality etc. Secondary goals often forgotten at point of purchase.
- 3. Failure to plan and habits.** Lack clear plan to implement goals. Rely instead on habit which may involve poor dietary and environmental choices. Overcoming habit requires cognitive and other effort.



Reasons for intention-behaviour gap

- 4. Environmental cues.** Environmental influences can increase or decrease the likelihood of an intention being fulfilled depending on their degree of consistency with the goal. Food retail environments typically prime frugality. Suppress salience of other goals.
- 5. Individual efforts not solve environmental problems** - belief that individual actions have negligible effect on global environmental problems.
- 6. Moral hypocrisy** - purposefully misrepresenting the values that they hold (Reczek and Irwin, 2015)



Retail strategies to overcome intention-behaviour gap

1. Choice editing.

By making choice upstream, it avoids intention-behaviour gaps that emerge due to a consumers' bad habits, unwillingness to engage in effortful processing and memory biases.

No need for consumer knowledge and many consumers happy to delegate to supply chain.

Consumers may also lack information to make informed decisions regarding sustainability and may be happy to delegate such considerations to the retailer.

Questions of consumer sovereignty, democratic control, unilateral action could cost retailer market share and bargaining power.



Retail strategies to overcome intention-behaviour gap

2. Choice expansion.

Increases the availability of sustainable products, which may previously have been a barrier to purchase, without limiting consumer sovereignty. Downsides, as decision left to consumer, problem of overcoming existing habits, cognitive biases etc. remains. Just a niche marketing strategy?



3. Choice environment.

Nudge consumers to socially desirable choices without any loss of consumer sovereignty. Lots of potential ways to influence behaviour (music, layout). Many low cost.

Limited where substantial obstacles persist, for example, amongst low-income households. Nudging effects positive but often small. Cues stimulating other goals likely to persist (sale and discount signs). Most nudging studies conducted in laboratory, with controlled manipulation of stimuli - overestimate behavioural effects?



Retail strategies to overcome intention-behaviour gap

Key message from literature:

Need to work with retailers, evaluating strategies in the field.

VALUMICS looking at effect of retail interventions with REWE International



Domain	Label	Case investigated
Choice editing	Limiting the choice of unsustainable items.	Implementation of social and environmental standards for fresh F&V
Choice extension	Provide more sustainable product options alongside normal / existing product assortment	Introduction of milk in glass recyclable packaging, alongside milk in traditional packaging
Choice environment	Nudging consumers in the desired direction based on modifications in store environment	Greening of stores and effect on consumer behaviour

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Jan Dörrich, Senior sustainability manager, Rewe International AG &
Klaus Kastenhofer, Consultant to Rewe International AG
Pilot interventions conducted by Rewe International AG

EAT FORUM
REWE INTERNATIONAL AG

19.11.2020

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REWE INTERNATIONAL AG



Facts

- 4.000 stores
- 83.000 employees
- 16 billion Euros turnover




STRATEGIC APPROACH



SUSTAINABILITY STRATEGY



 - 50% specific green house gas emissions until 2022

 Double number of employees with handicap until 2020

GREEN PRODUCTS

Strategic Objective

Active arrangement of sustainable assortment and supporting the consumption of sustainable products.



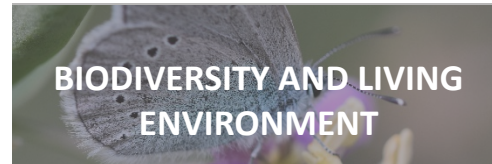
CONCIOUS NUTRITION

- Food safety
- Identifying and Reducing Critical Ingredients
- Supporting Conscious Nutrition
- Reduction of Pesticide Use



FAIRNESS AND SOCIAL STANDARDS

- Social minimum standards
- Supporting regional value chains



BIODIVERSITY AND LIVING ENVIRONMENT

- Regional Products
- Increasing Biodiversity
- Packaging
- Saving Natural Resources like Soil, Water or Climate



ANIMAL WELFARE

- Improving the Keeping of Animals
- Improving Animal Transports, Slaughter
- Reduction of Intervention at the Animal
- Increasing Transparency



SUSTAINABLE ASSORTMENT

Organic/Bio – Regional – Vegan – GMO-free – Fair zum Tier – Healthy Nutrition – Certified Raw Materials



SOCIAL STANDARDS



2 / **ÜBERBLICK ÜBER STATUS**

VORGEHENSWEISE SOZIALSTANDARDS BEI O & G WARE II



TAKE AWAYS – SOCIAL STANDARDS ON 3 LEVELS – PRELIMINARY!!!!

Project Level

- Resilience
- (Bottom up) innovation only happens if every chain in the value chain is healthy

Extended Project Level

- Broader range than just fresh fruits and veg
- Additional non financial touch points of communication further understanding and innovation
- Holistic approach to use of product to minimize food waste

General Level

- Hygienic measures are good for choice editing
- Positioning measures (curation) for choice editing
- Short value chains, connect customer and product and/or enable retail to influence production sustainability
- Legislative support needed (level playing field) if not market-combatible

MILK: MULTI-USE BOTTLE



DEHRWEG IST
BESTE WEG!



TAKE AWAYS – MULTI USE GLASS MILK BOTTLE – DEPOSIT RETURN SCHEME ON 3 LEVELS – PRELIMINARY!!!!

Project Level

- Courage of senior and experienced management – pragmatic approach of NGO
- Full throttle but timing

Extended Project Level

- Premium packaging for premium products include addressing environmental aspects
- Support trickle down effects to broader range
- Connection of customer and product

General Level

Business Case:

- Try and error instead of market research based on 360° communication along value chain (consumer focused)
- Alliance Production/Supply/Retail/NGO
- Public support rarely necessary (eg. to calculate business case, innovation labs along value chains)

No Business Case:

- Legislative support/pressure necessary -> level playing field but afraid of unfair subsidies or regulations

GREENING OF SUPERMARKETS

BILLA



TAKE AWAYS – GREENING OF BUILDINGS ON 3 LEVELS – PRELIMINARY!!!!

Project Level

- Full throttle (esp. re communication)
- Motivation and innovation
- Timing

Extended Project Level

- Climate adaption is an issue and should be reflected in infrastructure and product sortiment

General Level

Business Case (costly!):

- Public support necessary (regulation, calculation of business case)

No Business Case:

- Legislative support/pressure necessary -> level playing field

Polling #2

What retail strategies for behavioural change to sustainable diets are most relevant to meet sustainable food consumption targets?

- Choice editing
- Choice expansion
- Choice environment
- A mix of all these strategies
- Others (*write in the chat*)

Q&A panel with our speakers

Wrap-up: what you will receive via email

**Recording
link**



**Webinar
slides**



“Food is the single strongest lever to optimize human health and environmental sustainability on Earth”

EAT-Lancet Commission

Thank you!

Mariana Nicolau
Project manager, CSCP



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www.valumics.eu





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