



FUTURE → FOOD  
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# WWF Future Food Together Conference

Transforming Food Systems in the Global South



Presenting the Journey of the IKI Project *Sustainable Consumption & Production*

28.09.2023

Supported by:



based on a decision of  
the German Bundestag





# Agenda

## Morning



- 09:30 **Welcome & Introduction** - Katjuscha Dörfel | WWF DE
- 
- 09:50 **BMUV & SCP** – Ulf Jäckel | BMUV
- 
- 10:05 **WWF & SCP** – Rolf Sommer | WWF DE
- 
- 10:20 **Future Food Together** – Tanja Plötz| WWF DE
- 
- 10:40 **SCP in the Global Context** – Martina Fleckenstein | WWF Int
- 
- 11:00 Coffee Break
- 
- 11:15 **Project Country Presentations**
- 
- 12:45 Lunch Break





# Agenda

## Afternoon



- 13:45 **Fireside Chat 1: Smallholder Farmers**
- 14:05 **Fireside Chat 2: Food Loss and Waste**
- 14:25 **Fireside Chat 3: Retailer Engagement**
- 14:45 **Fireside Chat 4: Government Engagement**
- 15:05 **Concluding Discussion**
- 15:15 **Coffee Break**
- 15:30 **Consumer Engagement – Linking FFT and CLIF**
- 17:00 **Wrap-up and End of Event**





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INTERNATIONALE  
KLIMASCHUTZINITIATIVE



Federal Ministry  
for the Environment, Nature Conservation,  
Nuclear Safety and Consumer Protection

# **Sustainable Consumption in Germany**

Ulf Jaeckel (PhD)

Federal Ministry for the Environment, Nature  
Conservation, Nuclear Safety and Consumer  
Protection, Germany



## **Why is Sustainable Consumption important? - Some Facts**

- If people worldwide switched to energy efficient lightbulbs the world would save **US\$120 billion** annually
- In Germany: **30% of electricity** is used for household appliances which makes up 12% of all CO<sub>2</sub>-emissions
- More than **70% of GHG** are caused by consumption decisions
- The major cause for **loss of biodiversity** globally is food production
- Each year, **one third of all food produced** – equivalent to 1.3 billion tonnes worth around \$1 trillion – **gets wasted**



# Opportunities and Barriers

## What do Germans think about sustainable consumption?

- **60%** think that **we need to consume less** and more resource efficient
- However: Gap between what people think and how they act

## Barriers:

- Measures are often highly unpopular
- Information deficit vs. Information overflow
- Routines of daily behavior/ Path dependencies
- Availability of affordable alternatives
- Lifestyle, status considerations, and social norms



# National Program for Sustainable Consumption

- Adopted in February 2016 by the Federal Government of Germany

## Guiding Principles

- Program as a **platform**
- Sustainable Consumption needs to evolve from **niche market into mainstream**
- Consumers have to be **empowered** to consume sustainably
- All parts of the **society** have to be involved and able to actively participate
- **Life-cycle approach** (no outsourcing of problems)





# National Program for Sustainable Consumption

## Cross-cutting instruments:

- Societal Discussion about (change of) Lifestyles
- Education
- Consumer Information
- Environmental and Social Labels
- Eco-Design
- Sustainable Public Procurement
- Research on Sustainable Consumption
- Social Innovations
- Monitoring on Sustainable Consumption

# **National Program for Sustainable Consumption - Six Thematic Fields**

## **Mobility**

Support climate friendly forms of mobility; foster the interconnectedness of different forms of mobility; facilitate short distances in daily life

## **Nutrition**

Sustainable nutrition as health concept; minimizing food waste; strengthening regional food systems etc.

## **Home and living**

Support of resource efficient appliances, efficient heating systems etc.



## **Six thematic fields (2)**

### **Work and office**

Promote the longer use of ICT products, recycled paper, use of homeoffice

### **Clothing**

Raising awareness on consumption of clothes and circumstances of their production; support recycling of textiles and use of new, less impactful fibres etc.

### **Tourism**

Transparency in sustainable tourism; support of climate friendly vacation etc.



# Implementation

- Interministerial working group on sustainable consumption established June 2015
- Competence Centre for Sustainable Consumption
- One stop internet information platform
- Monitoring by new concrete indicators in the German Sustainable Development Strategy:
  - Market share of sustainable products (marked with reliable labels)
  - Energy consumption and GHG per capita for consumption purposes (taking into account import/export of GHG)
  - Amount of food waste
  - Sustainable public procurement



# Further Development of the National Program for Sustainable Consumption

- Revision of the program with 45 measures and targets adopted in May 2021 by the Federal Government
- Sustainable consumption plays a central role in achieving Germany's sustainability and climate protection goals.
- **Central goal: Halving the consumption-related GHG emissions per capita by 2030**
- Other goals include:
  - Significantly increase the market share of certified clothing
  - Improving conditions for cycling in order to double the share of cycled distances
  - Halving per-capita food waste by 2030
  - Increasing the market share of labelled products in e-commerce to 34% by 2030
  - Increasing the share of sustainably certified raw materials in food processed in Germany



## **International Projects on SCP**

Cooperation with other countries on:

- Sustainable Consumption
- Ecolabelling
- Sustainable Public Procurement
- Biodiversity/ecosystem services and sustainable consumption

Input to the 10 YFP/One Planet Network

- Consumer Information Programme (BMUV Co-lead)
- Sustainable Food Systems Programme



Federal Ministry  
for the Environment, Nature Conservation,  
Nuclear Safety and Consumer Protection

**Thank you**

[ulf.jaeckel@bmuv.bund.de](mailto:ulf.jaeckel@bmuv.bund.de)



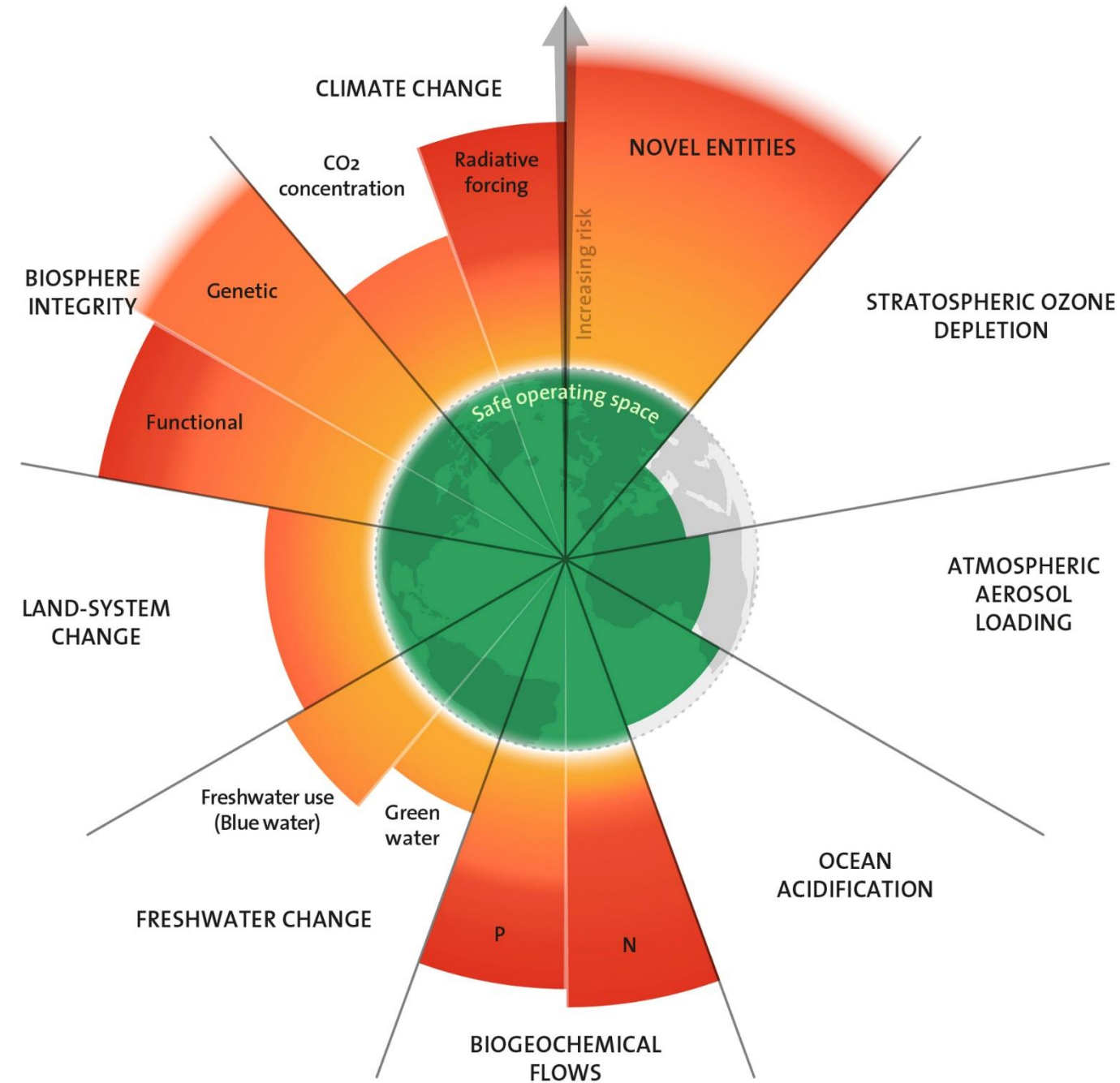
Transforming Food Systems  
in the Global South

# Environmental Impacts of Food Systems and Levers for Transformation





# PLANETARY BOUNDARIES AND GLOBAL GOALS



## THE GLOBAL GOALS For Sustainable Development

<b>1 NO POVERTY</b> 	<b>2 NO HUNGER</b> 	<b>3 GOOD HEALTH</b> 	<b>4 QUALITY EDUCATION</b> 	<b>5 GENDER EQUALITY</b> 
<b>6 CLEAN WATER AND SANITATION</b> 	<b>7 RENEWABLE ENERGY</b> 	<b>8 GOOD JOBS AND ECONOMIC GROWTH</b> 	<b>9 INNOVATION AND INFRASTRUCTURE</b> 	<b>10 REDUCED INEQUALITIES</b> 
<b>11 SUSTAINABLE CITIES AND COMMUNITIES</b> 	<b>12 CONSUMPTION</b> 	<b>13 CLIMATE ACTION</b> 	<b>14 LIFE BELOW WATER</b> 	<b>15 LIFE ON LAND</b> 
<b>16 PEACE AND JUSTICE</b> 	<b>17 PARTNERSHIPS FOR THE GOALS</b> 			<b>#GLOBALGOALS</b>



# FOOD SYSTEMS IN THE INTERNATIONAL POLITICAL AGENDA



## UNITED NATIONS 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

A plan of action for people, planet and prosperity



## SUSTAINABLE DEVELOPMENT GOALS

17 goals and 169 targets.



## NO. 12: SUSTAINABLE CONSUMPTION AND PRODUCTION

A cross-cutting goal with immense potential to contribute to all other SDGs.



## CLIMATE IMPACTS OF FOOD AND FUTURE FOOD TOGETHER

WWF-led multi-country initiatives that contribute to SCP's global implementation vehicle, the UN One Planet network



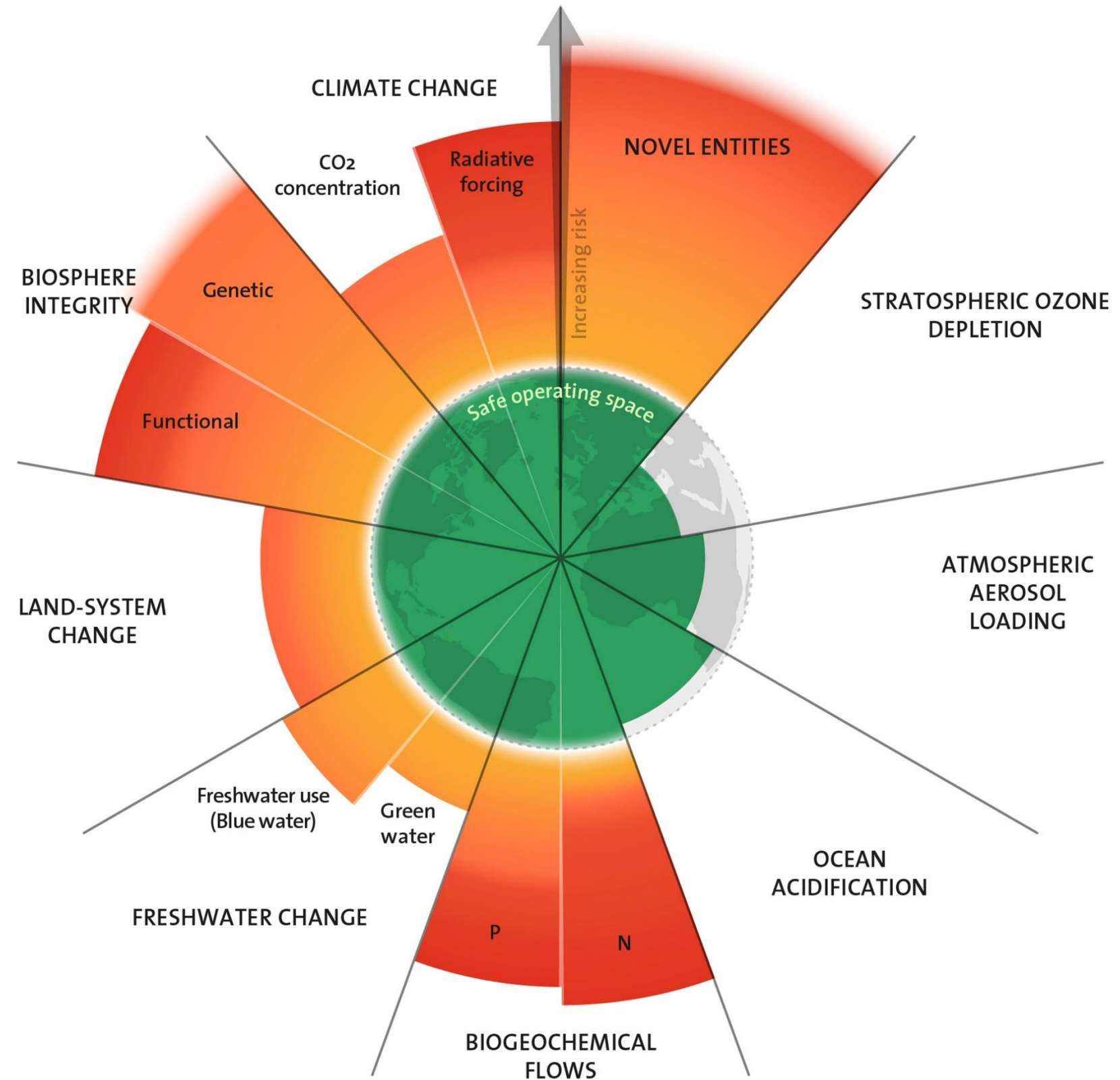


# 9 PLANETARY BOUNDARIES WITHIN WHICH HUMANITY CAN CONTINUE TO DEVELOP AND THRIVE FOR GENERATIONS TO COME



## Exceeded boundaries:

- environmental pollutants and other “novel entities”, incl. plastics
- climate change
- freshwater (‘green’ and ‘blue’ water)
- biosphere integrity (species extinction)
- land-system change (deforestation)
- biogeochemical flows (phosphorus, nitrogen cycles)

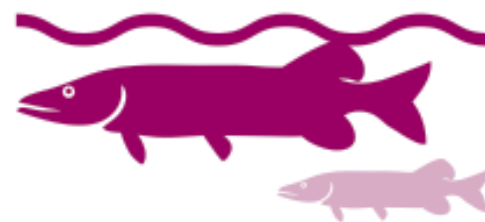


# The global food system is a leading contributor to our rapidly deteriorating environment and unravelling of nature

Responsible for  
**27%**  
of GHG emissions



**70%**  
of freshwater  
withdrawals



Main driver of biodiversity  
loss and tropical  
**deforestation**



Increasing risk for future  
**pandemics**



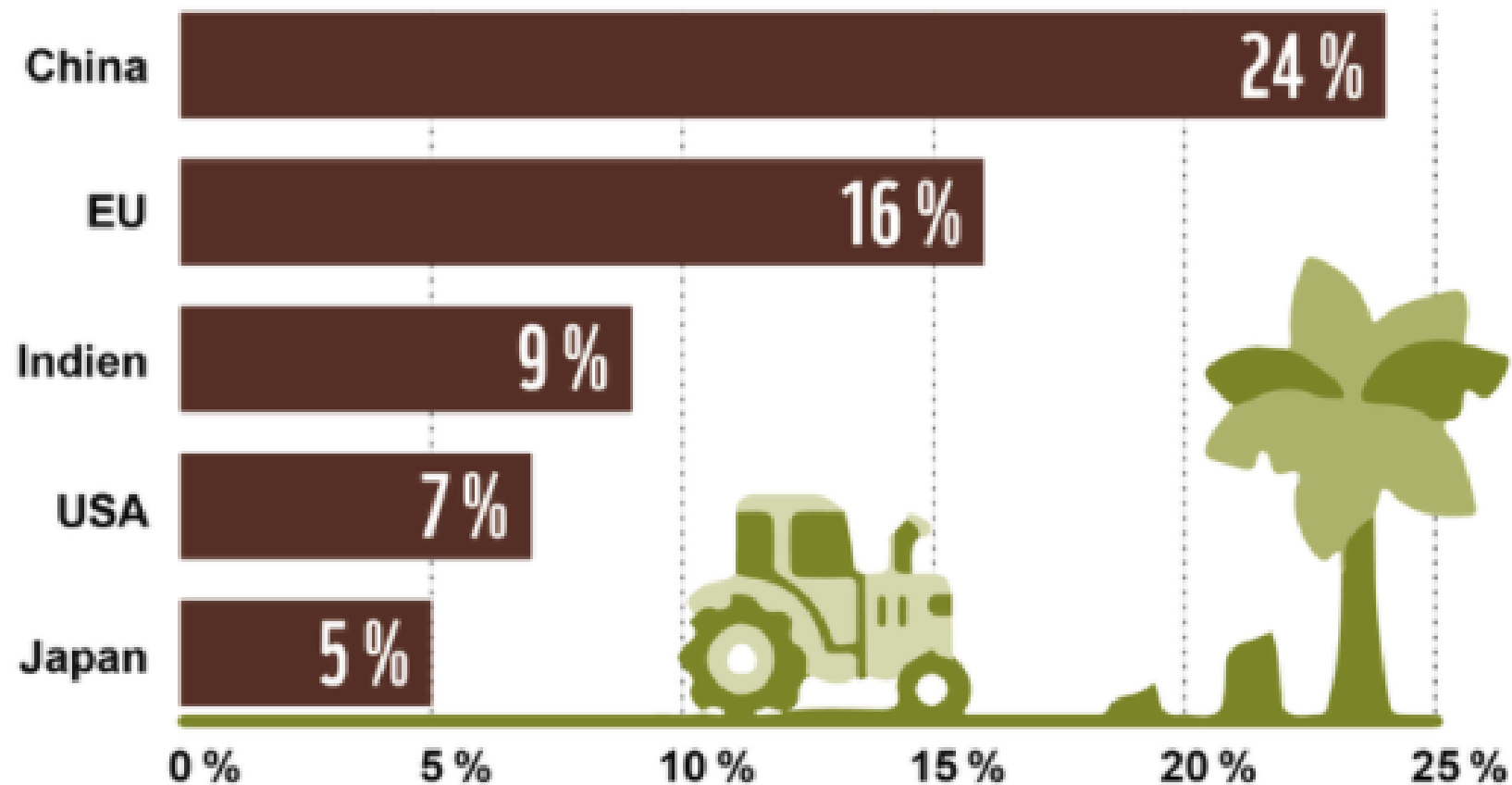
# Deforestation and EU Consumption

The **EU is the second biggest importer of deforestation** after China

- In 2017, the EU was responsible for 16% of deforestation associated with international trade, totalling 203,000 hectares and 116 million tonnes of CO<sub>2</sub>



## DEFORESTATION ASSOCIATED WITH INTERNATIONAL TRADE



BETWEEN 2005-2017, MORE THAN 80% OF TROPICAL DEFORESTATION WAS CONCENTRATED IN JUST SIX COMMODITIES:



# Loss of biodiversity in agricultural landscapes



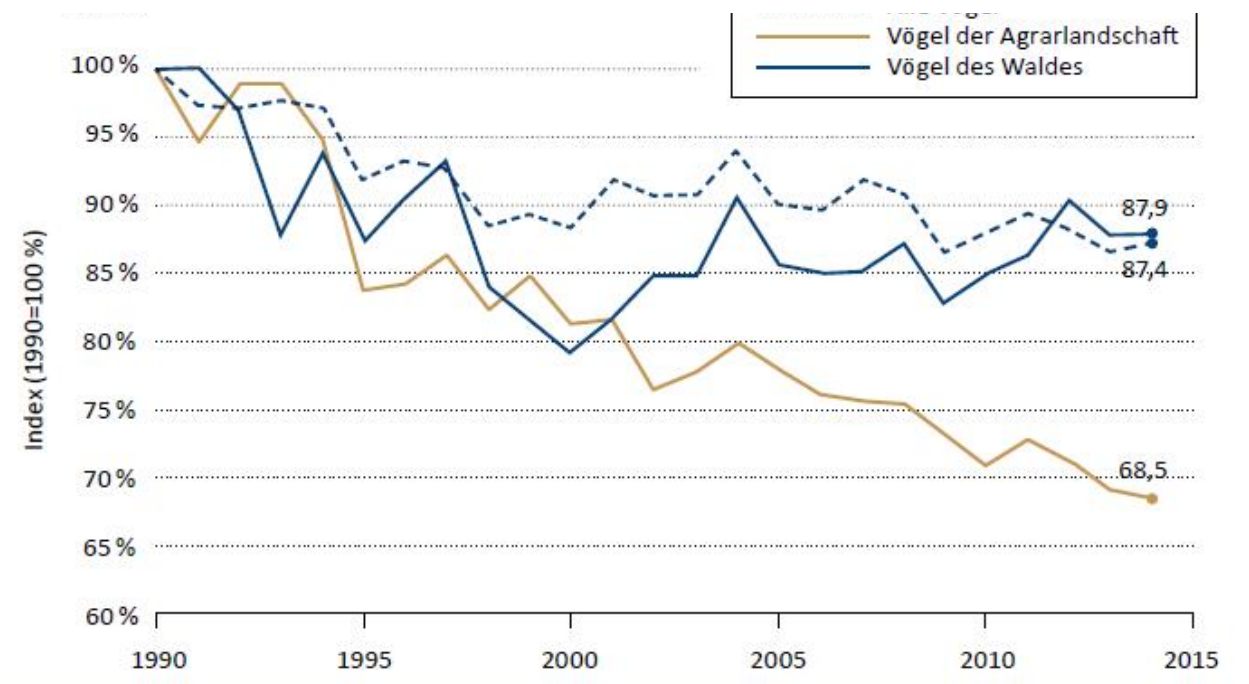
Lapwing



- 93 % since 1980

Trends of farmland birds' population in the EU

European Environment Agency, 2019



Whinchat

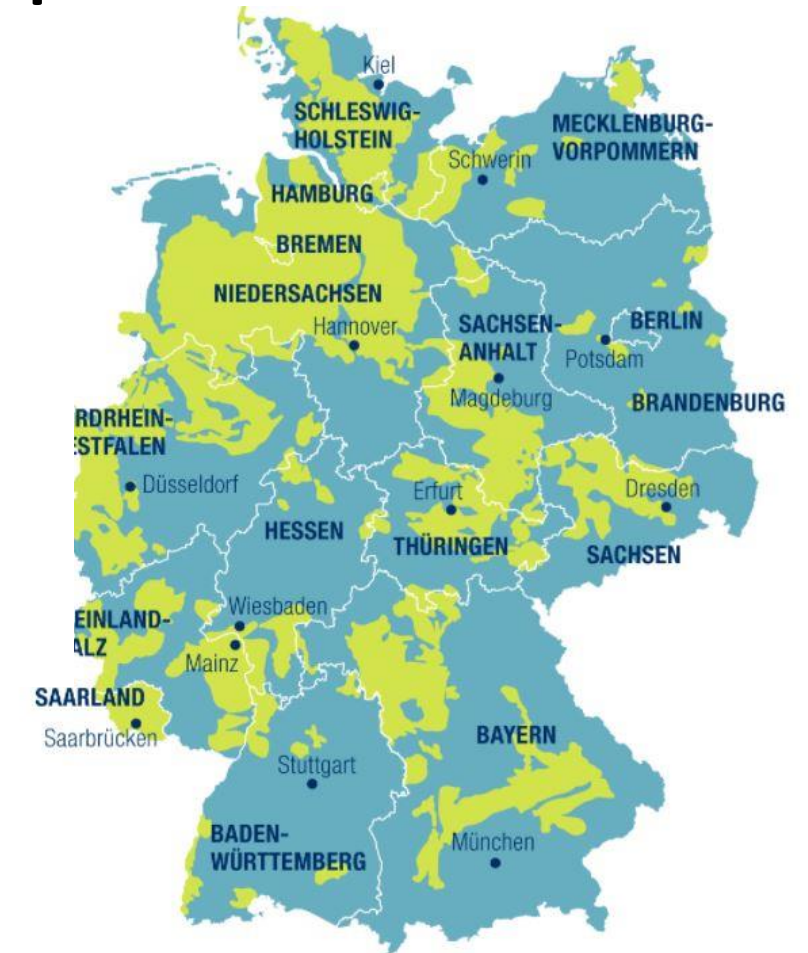


- 63 % since 1990

# Nitrogen pollution

Nitrate load in groundwater

- Good condition
- Bad condition (> 50 mg/l)



DVGW-Grafik; Quelle: Umweltbundesamt, 11/2017

- Eutrophication of water bodies (e.g. Baltic Sea)
- Loss of soil fertility and soil organic matter (carbon)
- Animal welfare
- Farmer's livelihoods (competitiveness/viability; income; reputation; resilience)

An aerial photograph showing a palm tree on the left and a large herd of sheep on the right, separated by a road. The sheep are densely packed in a green field. The text "WHAT WE EAT MATTERS" is overlaid in pink on a black background at the bottom left.

**WHAT WE EAT MATTERS**



# Solutions & way forward

Consumption habits and its footprint must change/reduce;  
in turn, agricultural production needs a fundamental shift:

1. Diets within planetary boundaries (EAT LESS MEAT!)
2. Prices for food will need to increase (SORRY!)
  - accounting the true cost of food
  - socially equitable
  - ...to increase significantly the income of farmers
3. Pathways to “Extensify” and diversify agricultural production must be laid out, financially supported and followed
  - GHG emissions from agriculture must be reduced (methane, nitrous oxide)
  - Production while conserving biodiversity
  - Diversification of agricultural products; strengthening local/regional production and markets; increase national “sovereignty”

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<https://eatforum.org/>



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Transforming Food  
Systems in the Global  
South

# IKI SCP South-South Establish Sustainable Consumption & Production - a South-South Transfer

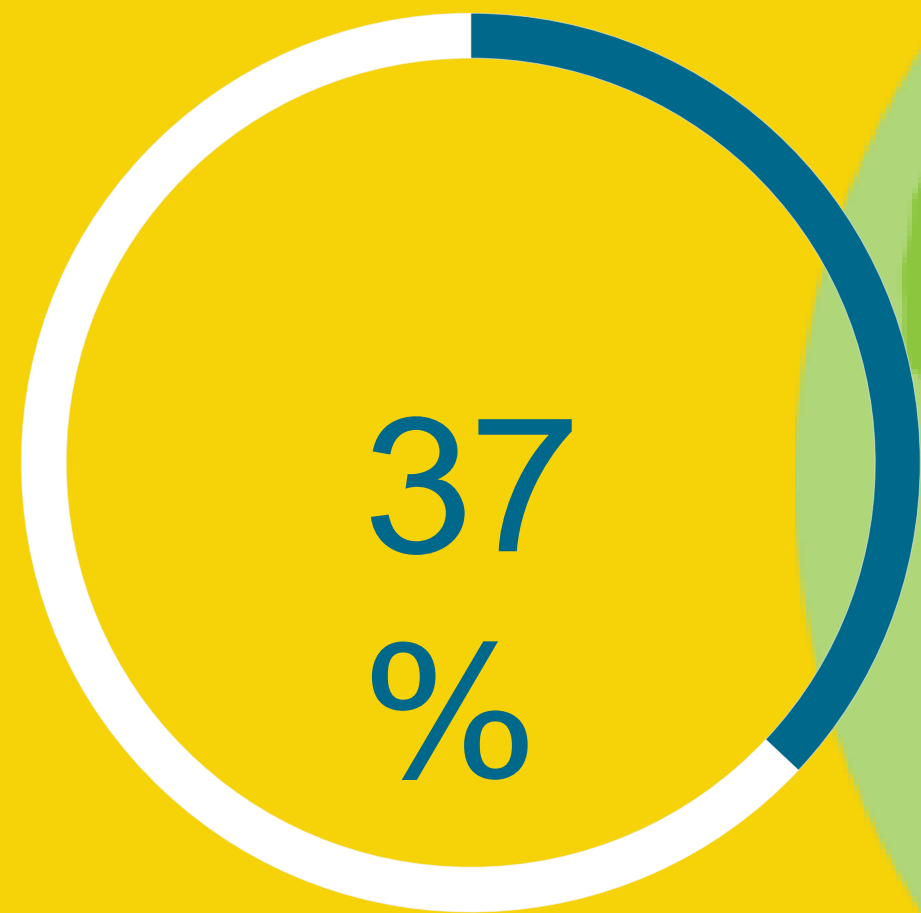
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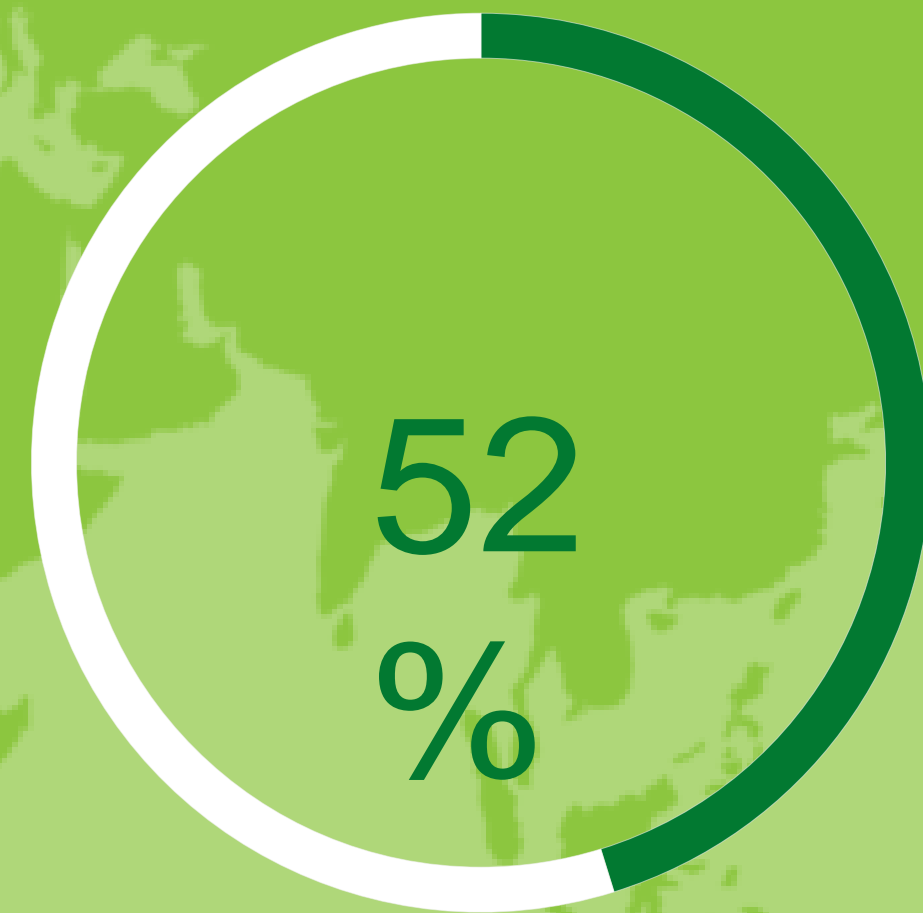
Federal Ministry  
for the Environment, Nature Conservation,  
Nuclear Safety and Consumer Protection

based on a decision of  
the German Bundestag

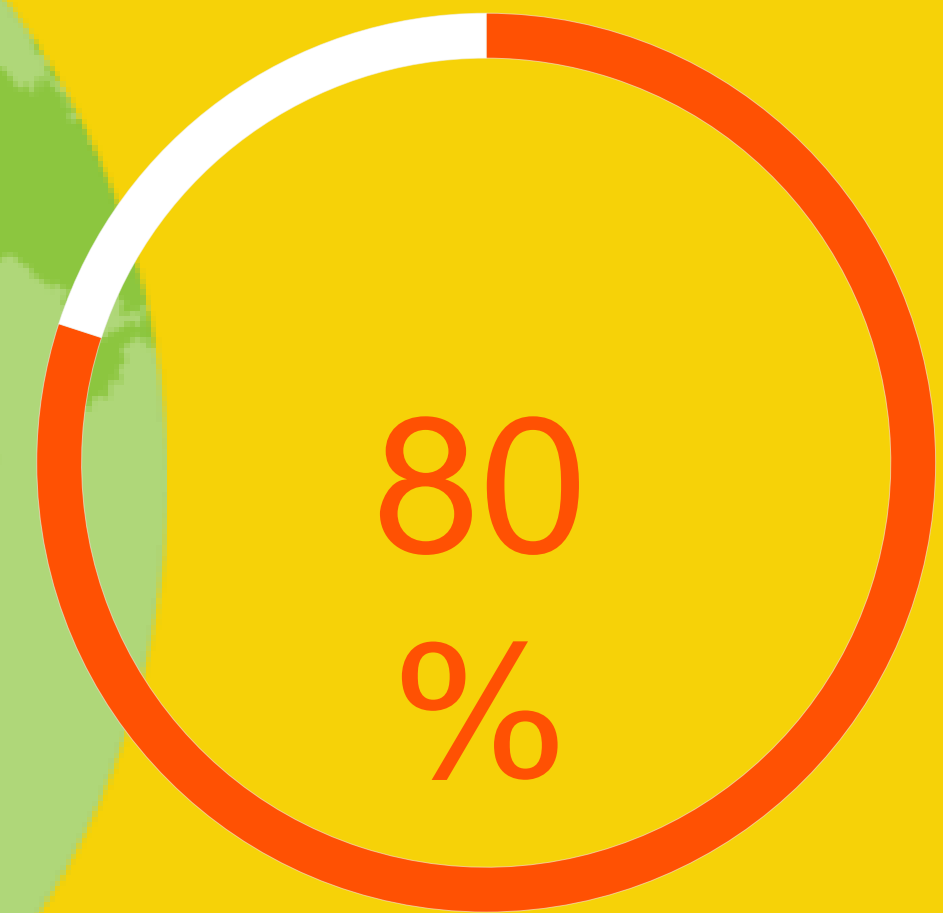
# Why focus on food systems and consumer information?



Between 21 and 37 % of total global greenhouse gas emissions are linked to our food.



52% of agricultural production land is degraded

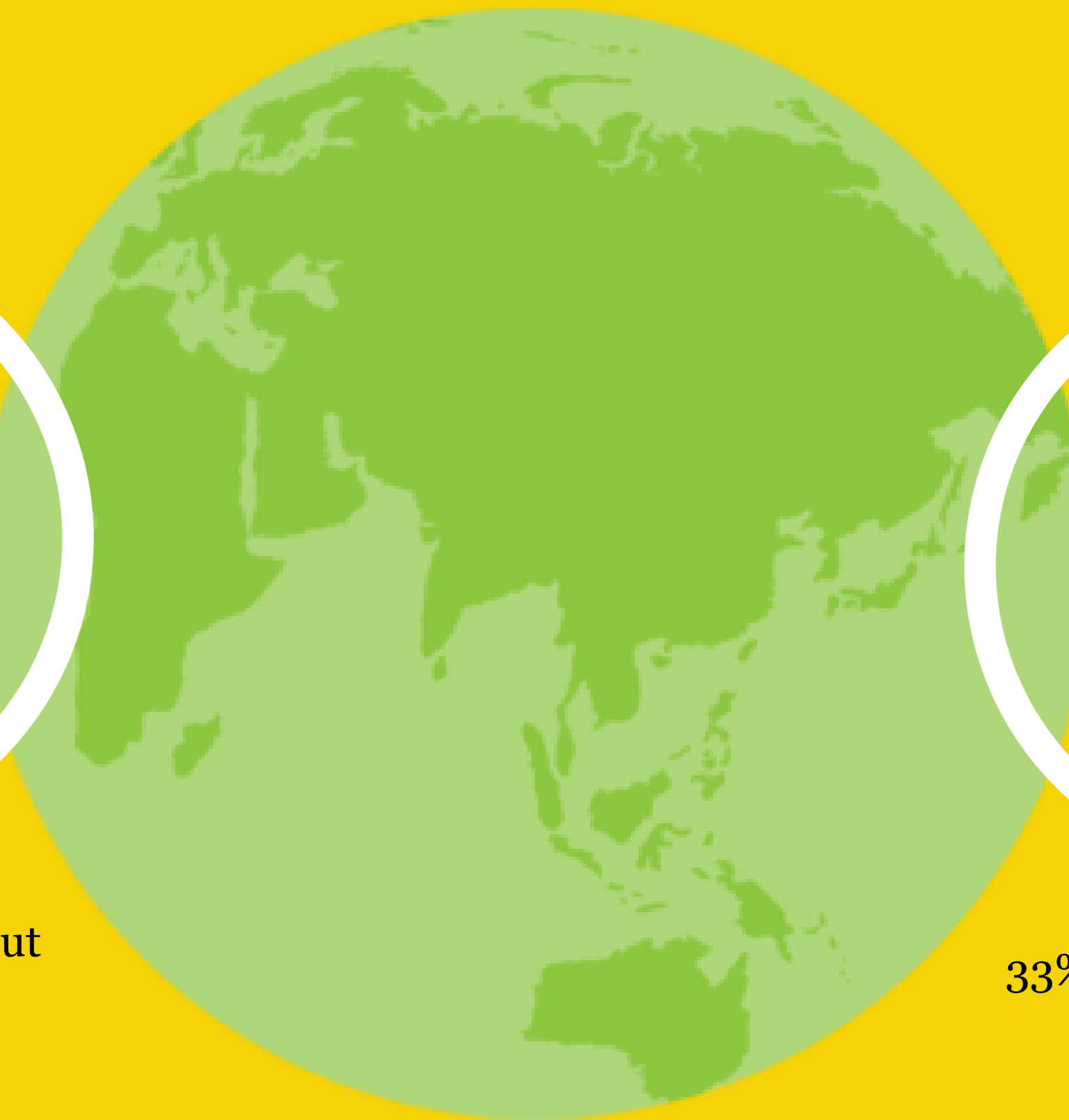


Agricultural practices account for 80% of global deforestation

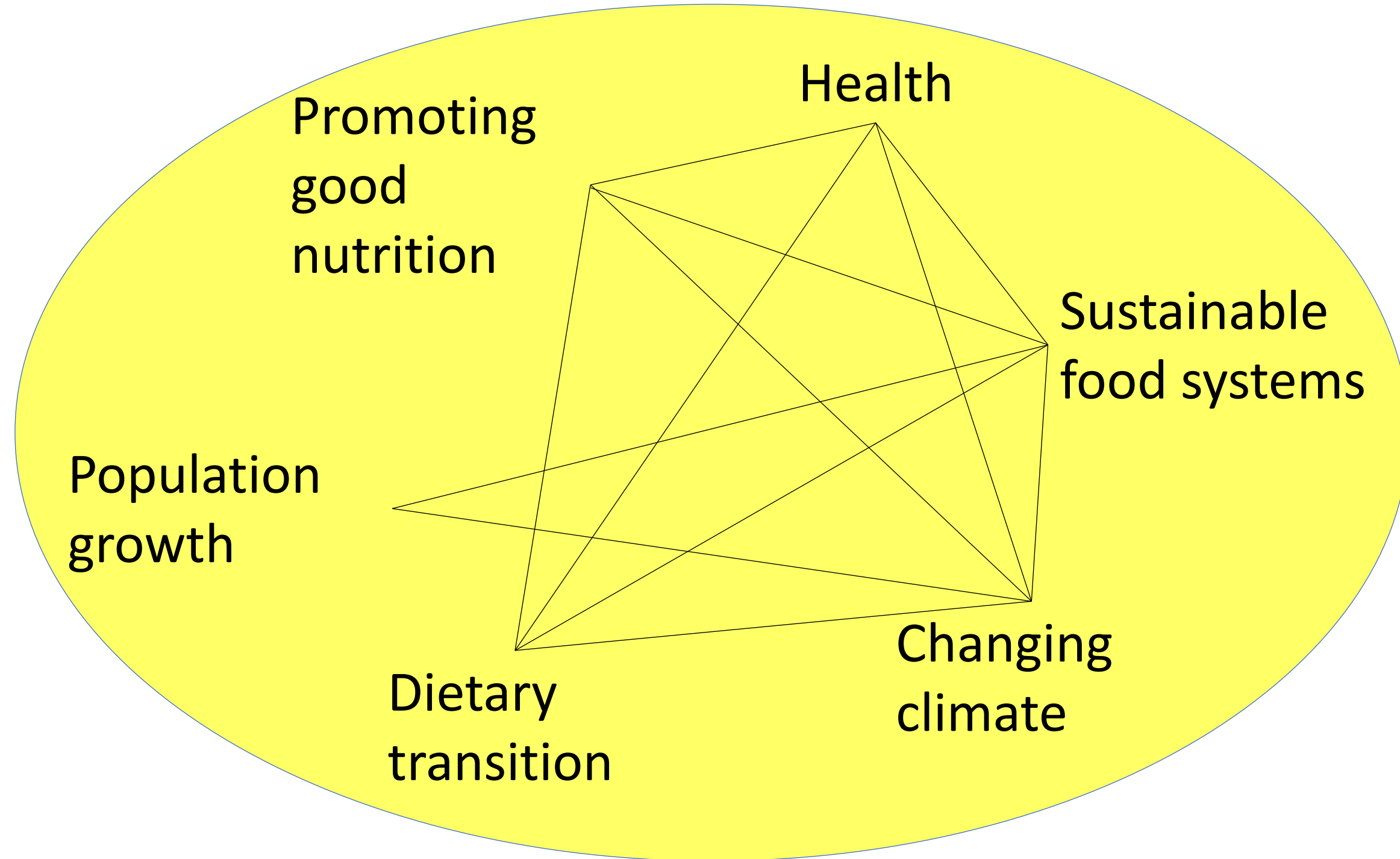
# Why focus on food systems and consumer information?



800 million hungry, about 10% of the global population.



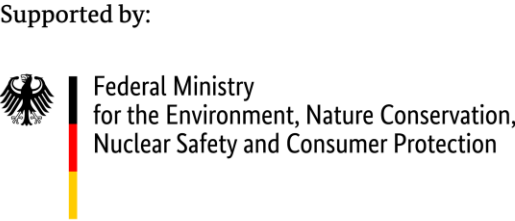
33% of all food is either lost or wasted



# CHANGING THE WAY WE PRODUCE AND CONSUME FOOD – FROM FARM TO FORK AND ALONG THE VALUE CHAIN

Home to populous and rapidly growing emerging economies, the Global South is where *Future Food Together* has the greatest potential to make a significant impact on reducing global GHG emissions and building sustainable food systems.

Each project component addresses a range of food systems challenges specific to the national context by promoting and integrating SCP practices throughout the value chain.



based on a decision of the German Bundestag

## IKI SCP South-South

### Funding

International Climate Initiative (IKI)/ BMUV

### Project Duration

March 2017-Dec. 2023

### Project Implementation

- WWF-Thailand
- WWF-Indonesia
- WWF-Philippines
- WWF-Colombia
- WWF-Paraguay

### Follow-up

Phase II in Thailand and Cambodia started in 2022



## 2 INTERNATIONAL SCP HUBS – ASIA & SOUTH AMERICA



## With businesses

Share knowledge and support with integrating SCP principles into their strategies and operations.

## With governments

Contribute to the adoption of holistic government policies at all levels.

## With consumers

Develop and promote actions that drive consumer education and behaviour change.



**Communication, education, outreach, international political work**





## Sust. Consumption & Diets Platform

Exchange platform jointly organized with WWF International

## Studies & Reports

True Cost Accounting  
Multi-stakeholder mechanisms

## Global Advocacy

UN One Planet Network active membership, presentations, events

Project website and branding





## South-South exchange

Country offices profit largely, exchange of experiences, what worked well, publications, photos and other materials, talking about difficulties, using swarm intelligence, retailing, consumer communication, political levers



## Communication is the key

Common brand, look, feel, uniting the diverse project components, communicating externally, but also internally, who is doing what when and how, cooperation potential



## From local to global

Promoting the country examples at international level, publishing case studies and story boards



## Consumer interaction

Online - social media and offline – engaging a community, knowledge-behaviour gap, peer-to-peer interaction, behaviour change applications



## Strengthening value chains

Field projects in Thailand and Paraguay, connecting farmers and consumers/ rural households and urban dwellers, marketing channels, sustainable shelves



## Accompanying studies

Gearing studies and overarching publications to project milestones/ findings/ events/ approaches, focus group discussions



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# International Policy and Advocacy Workstream

Establish Sustainable Consumption and  
Production – a South-South Transfer

September 28<sup>th</sup>, 2023



**One planet**  
handle with care



Sustainable Buildings and Construction



Consumer Information for SCP



Sustainable Food Systems



Sustainable Lifestyles & Education



Sustainable Public Procurement



Sustainable Tourism





**One planet**  
handle with care



**CO-LEAD**



Sustainable Buildings and Construction



Consumer Information for SCP



Sustainable Food Systems



Sustainable Lifestyles & Education



Sustainable Public Procurement



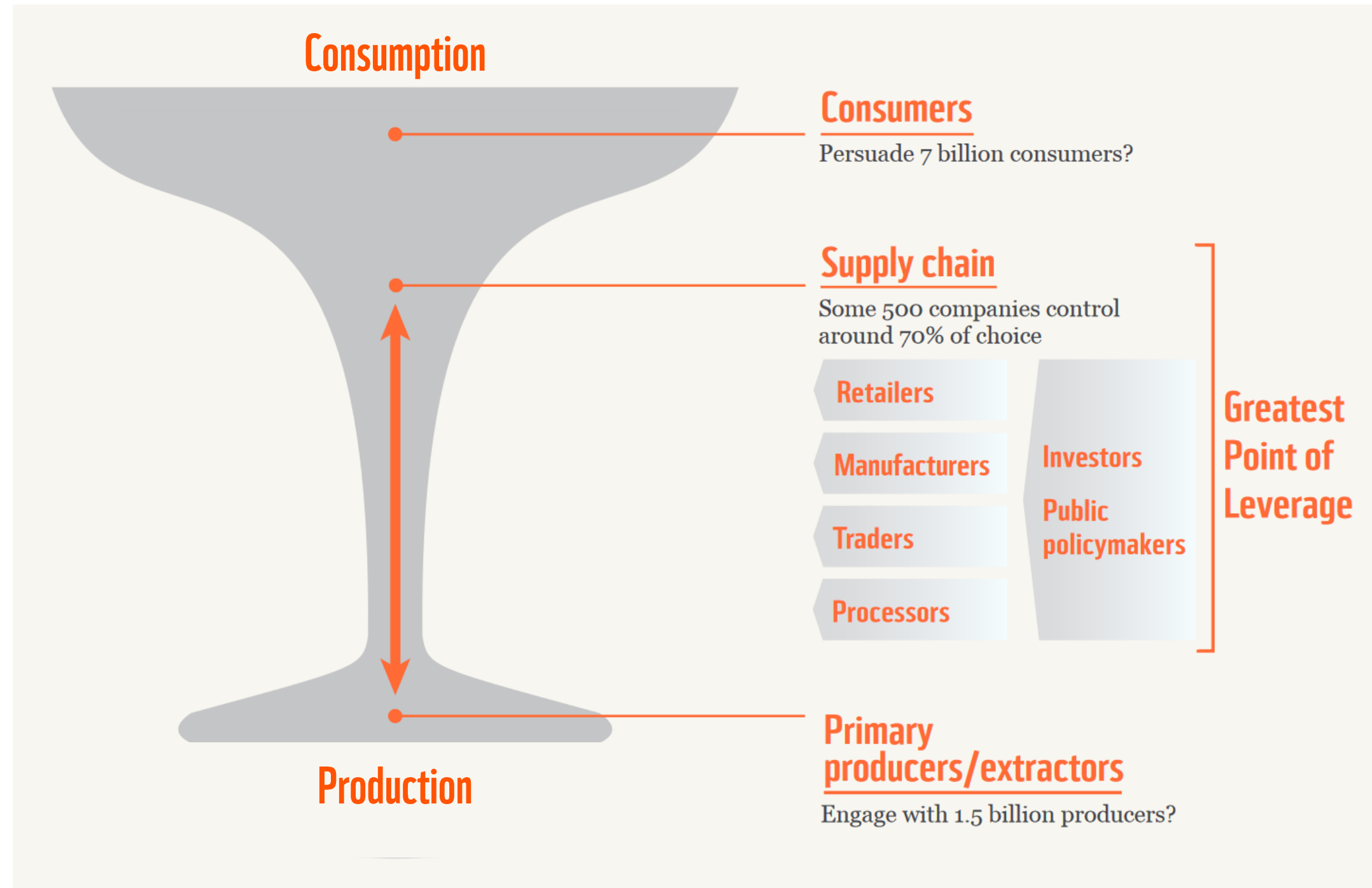
Sustainable Tourism



**MAC  
MEMBER**






# Why focus on food systems and consumer information?

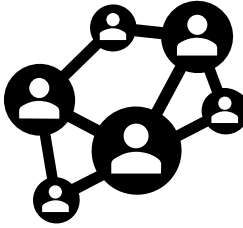


**KEY LEVER**

# SFS Programme members



**CO-LEADS**  
 3


**MULTI-STAKEHOLDER ADVISORY COMMITTEE**  
 24


**MEMBERS**  
 200

## MULTI-STAKEHOLDER ADVISORY COMMITTEE

Countries					
CSOs					
Science	Alliance				
UN / Int	 Food and Agriculture Organization of the United Nations	 INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT	 United Nations Environment Programme		
Private					

## OBSERVERS

 <b>Barilla Center</b> FOR FOOD & NUTRITION				
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## Objectives and Goal of the OPN Sustainable Food Systems Programme

### Objectives



01

Raise awareness of the need to shift to sustainable food systems



02

Build enabling conditions for the uptake of sustainable practices across food systems



03

Increase access to actionable information and tools to make food systems more sustainable



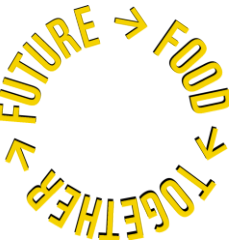
04

Build synergies and cooperation to facilitate the shift to sustainable food systems

### Goal

To accelerate the shift towards more sustainable food systems

## Policy advocacy & awareness raising efforts



**+30**

**Events co-organized  
at key policy fora**

**+50**

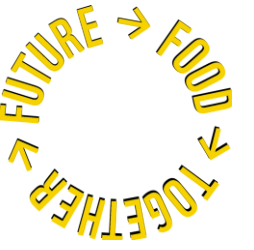
**Participation  
at key policy fora**

**+20**

**Submissions  
to key policy outcome documents and  
consultations**



# SFS Programme global conferences



**AFRICA 2017**  
**South Africa**



**SOUTH AMERICA 2019**  
**Costa Rica**



Sep. 2019  
**UN Food Systems Summit announced**




**VIRTUAL 2020**  
**Thailand**



**ASIA 2023**  
**Viet Nam**




**UNITED NATIONS  
FOOD SYSTEMS  
SUMMIT 2021**



**Invited to lead  
Summit Action  
Track 3**

## SFS Programme policy advocacy wins: First mentions of “sustainable food systems” in multilateral outcome agreements

- **HLPF Ministerial Declaration 2018:** “We call on all stakeholders to adopt a sustainable food systems approach.”
- **FAO Conference - Committee of Agriculture 2019:** endorsed COAG conclusions requesting “FAO to support governments in adopting a sustainable food system approach [...] and to continue its support in strengthening strategic partnerships [...], notably the One Planet Sustainable Food Systems Programme.”
- **UNEA Ministerial Declaration 2019:** “We will promote sustainable food systems [...] to ensure food security and ecosystem functions and services.”
- **UNGA 2019/2021:** [Promote] “integrated, balanced, and holistic food system approaches, through cross-sectorial, multi-stakeholder, and intergenerational dialogue, to achieve sustainable and resilient food systems”
- **CFS 2021:** Endorsement of the Voluntary Guidelines on Food Systems and Nutrition, which recognize the role of sustainable food systems for healthy diets.
- **UNFSS 2021:** Organized 1st Global Dialogue with Special Envoy after her appointment; issued 3<sup>rd</sup> global conference recommendations to UNFSS Secretariat.
- **CBD 2019-2022:** [3 informal exchanges](#) with 19 CBD Parties and OEWG Chairs leading to co-creation of [Discussion Paper on GBF food targets](#) (agroecology, diets, FLW, SCP).



# Contributions to Consumer Information Programme knowledge resources & tools



**CASE STUDIES**

RESOURCE | icipating Food Sustainability to Consumers

Case Study: The Fairtrade Foundation

RESOURCE | icipating Food Sustainability to Consumers

Case Study: Unilever

RESOURCE | icipating Food Sustainability to Consumers

Case Study: WWF South African Sustainable Seafood Initiative (SASSI)

## POLICY BRIEFS FOR CBD CoP15 NEGOTIATIONS

APRIL 7, 2022 | THE FAIRTRADE FOUNDATION

**The Fairtrade on Consumer Information**

The Fairtrade indicates that environmental

RESOURCE | sumption activities

**The way forward for businesses**

WG4 - Working Group on Biodiversity Communication

**Key messages**

- Biodiversity loss and the degradation of ecosystem services (ES) are among the greatest systemic risks to the global economy and the health of people and the planet.
- Protecting and restoring biodiversity is vital to avoiding future pandemics while tackling other global environmental challenges like climate change or land loss.
- Meeting the growing demand for agricultural commodities, biogenic resources and minerals has severe and significant impacts on biodiversity and on the provision of ecosystem services, on which business actors rely.
- There is urgent need to re-think consumption and production and take action to protect biodiversity and ecosystem services. The benefits of strong and early action outweigh the costs.
- Businesses must become game changers in shaping the required transformation towards sustainable production and consumption. The following action points describe ways to integrate the protection of biodiversity and ecosystem services into business activities:
  - Systematically integrate protection, restoration and sustainable use of biodiversity into business models. Risk management shall be improved through impact assessments, goal setting and developing tailored approaches to biodiversity protection.
  - Ensure transparency and traceability, as well as efficient use of materials along the value chains to guarantee sustainable production and, moreover, to gain the trust of consumers on the basis of reliable and verifiable information.
  - Consistently integrate the protection and sustainable use of biodiversity and ecosystem services

FEBRUARY 4, 2022 | ONE PLANET NETWORK

**Policy brief: integrating biodiversity into sustainable production and consumption activities – the way forward for businesses**

There is an urgent need to re-think consumption and production and to take action to protect biodiversity and ecosystem...

RESOURCE | way forward for policy makers

WG4- Working Group on Biodiversity Communication

**Key messages**

- Biodiversity loss and the degradation of ecosystem services are among the greatest systemic risks for the global economy and the health of people and the planet. Protecting and restoring biodiversity is vital to avoiding future pandemics while tackling other global environmental, social and economic challenges.
- Resource overuse driven by overconsumption is directly linked to environmental degradation. There is urgent need to re-think consumption and production and take action to protect and restore biodiversity. The benefits of strong and early action outweigh the costs.
- Policy makers must assume the leading role in tackling this issue. They are called upon to integrate protection and restoration of biodiversity and ecosystem services into all policy agendas and strategies at all levels of government, focussing on the following core principles:
  - Increasing the visibility of biodiversity loss and ensuring integrated policies for sustainable consumption, biodiversity conservation and restoration and climate change mitigation.
  - Integrating protection, restoration and sustainable use of biodiversity into the sustainable consumption policy agenda at all levels. Transparency and natural capital accounting must be considered in all cross-sectoral policies, including trade and sustainable finances.
  - Concentrating policy interventions on the sectors and hotspots with potentially enormous impacts on biodiversity and ecosystem services. Promoting transparency and circularity in value chains and product lifecycles is key to achieve this.
  - Prioritising policy action for the transformation of food systems and agricultural production is imperative to reduce the loss of biodiversity. Regulatory and information instruments must

FEBRUARY 4, 2022 | ONE PLANET NETWORK

**Policy brief: integrating biodiversity into sustainable production and consumption activities – the way forward for policy makers**

Biodiversity loss and the degradation of ecosystem services are among the greatest systemic risks for the global economy and...



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# Coffee Break

11:00-11:15



Presenting the Journey of the IKI Project *Sustainable Consumption & Production*

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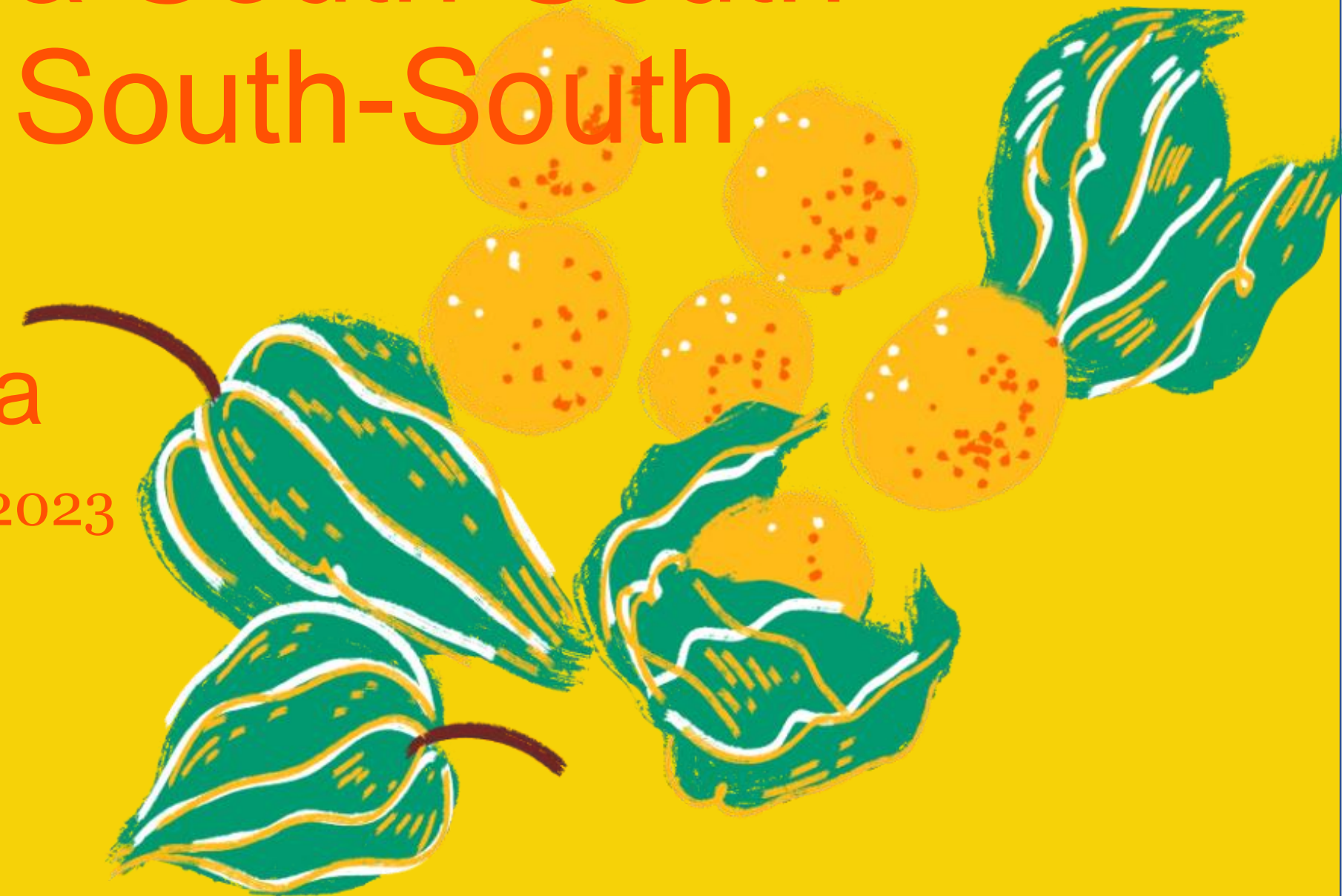
 Federal Ministry  
for the Environment, Nature Conservation,  
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# Establish Sustainable Consumption and Production – a South-South Transfer” (SCP South-South

Colombia

28 September, 2023





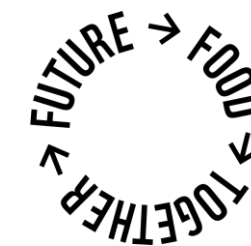
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# Output 1: Participation of government institutions

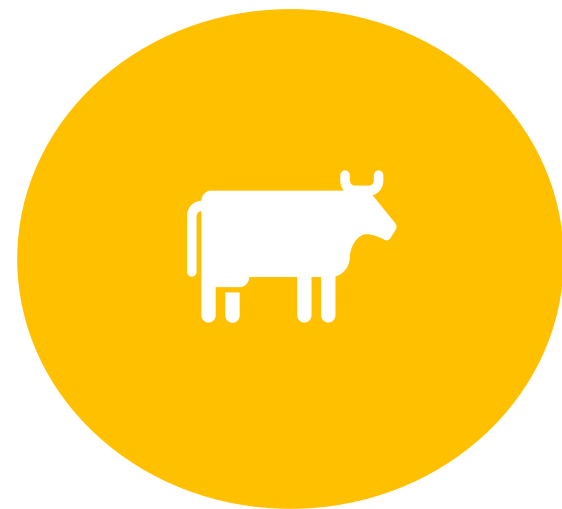
National governments in the implementing countries have developed mitigation strategies and/ or action plans for SCP with specific focus on the agri-food sector.



# Output I: Participation of government institutions



Analyze mitigation/biodiversity/action plans prone to promoting the SCP approach



Prioritize the instrument/action plan with the highest impact for promoting the SCP approach (NDC Analysis – dual purpose dairy value chain, and National Development Plan)



Develop a political advocacy strategy for the prioritized instrument NDP

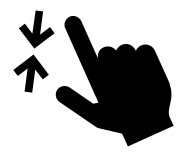


Identify policy recommendations for implementing the SCP approach based on the analysis of the National Development Plan



Generate guiding inputs to promote the implementation of the SCP approach in line with recommendations for the National Development Plan 2022-2026 and alignment with international agendas such as the NDC update and NBSAP (IN PROGRESS)





# PROCESS WITH NDP & FOOD SYSTEMS AN THE AGRARIAN AGENDA

Identify food system priorities and found opportunities to integrate sustainable food system recommendations into the 2022-2026 NDP. Taking into account that the sustainable food systems debate in Colombia revolves around the agri-food agenda, addressing land-related issues and their impact on food production, distribution, and consumption.

## RECOMENDATIONS



- **Fostering a favorable environment for cooperation:** among diverse stakeholders to address issues and solutions comprehensively and with greater impact.



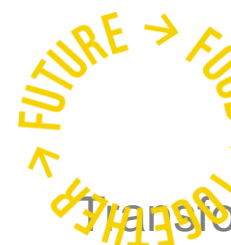
- **Recognizing the specific scope and contributions of each actor** in different components of the food system and expanding participation to other sectors to enhance impacts.



- Promoting dialogue and intersectoral coordination to create **synergies between agri-food and environmental agendas.**



- **Mobilizing efforts from multiple** stakeholders, including politicians, businesses, academia, civil society organizations, communities, and individuals.



- **Ensuring active participation** of ethnic communities, farmers, smallholders, women, youth, and other historically marginalized populations.

## FOLLOWING STEPS BY EACH ACTOR

**Public policy makers:** need to work on intersectoral policy adaptation, mobilizing stakeholders, and adopting effective tools for biodiversity in agriculture, with a focus on contributing to global goals through sustainable food systems.

**Individuals:** play a role in raising awareness about the environmental impact of urban diets, getting organized, informed, and advocating for local and sustainable choices.

**Civil society organizations** coordinating cross-sectoral solidarity networks, strengthening collaborative advocacy efforts, and forging new partnerships for technical, political, and financial cooperation.

**The business sector** needs to focus on biodiversity, climate resilience, and supporting small-scale producers in fair value chains, viewing supply chain sustainability as an opportunity and actively promoting sectorial sustainability through social dialogue.

**Academia's** role includes evidence-based food system transformation, monitoring changes, promoting traditional knowledge, and improving knowledge management through multi-actor collaborations.



# Output II: Stakeholder involvement/ engagement of private sector partners

Retailers, brand owners and other business partners have gained knowledge on economic and environmental benefits of sustainable consumption and production.

They identify relevant SCP principles for themselves and have started integrating them into business decisions

## The true value of food

Through 1,900 surveys and 47 ethnographic home visits across eight cities, we've shared Colombia's pioneering study, offering unique insights into consumers' perspectives, behaviors, and attitudes within the realm of food systems. We've explored topics like the connection between food and nature, reducing waste, embracing local consumption, and fostering dietary diversity.

Our discoveries have captivated audiences from academia, the food industry, retail, and the wider public. Soon, we'll be sharing these insights with decision-makers through Plasa, the food systems data hub of the Alliance Bioversity – CIAT.

## Gastronomy sector influence

We have pioneered the first online course in Colombia with a primary focus on reducing food waste in the hospitality sector. Having garnered over 1,000 participants in its inaugural synchronous run, the course will soon be accessible online and will also offer a mentoring program for 60 individuals through our partnership with the Universidad de La Sabana

## Unveiling change

We've crafted Colombia's first guide that unveils the sustainability codes guiding urban shoppers when selecting their groceries. How do they decide? What do they consider sustainable or not? What principles shape their choices? This insightful study will serve as a valuable resource for both the retail and food industries.

Additionally, we have another study that outlines practical measures supermarkets can adopt in their operations and customer interactions to tackle food waste, particularly in the fruit and vegetable section, where the highest losses occur in the country

## Sustainable Procurement

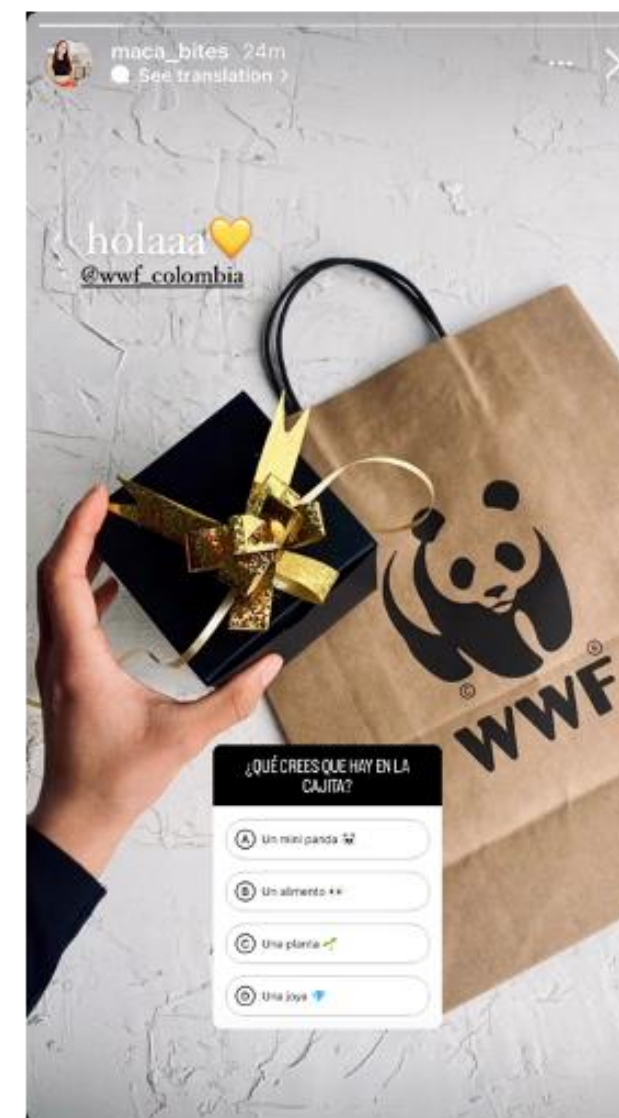
We've created a Sustainable Sourcing Guide for food staples like fish, cocoa, milk, beef, and raw materials such as palm oil. This resource serves as a valuable tool for businesses operating in the food industry, enabling them to embrace better criteria and practices. This guide is an adaptation of the comprehensive framework developed by WWF-Indonesia.



Output III:  
Output III: Consumer awareness  
and dietary choices.

As a result of improved availability, accessibility, and quality of consumer information consumer awareness for sustainable consumption and production has been raised.

# Inform, empower, activate and maintain



+260 media articles published since we launched the campaign. Above the average of other topics in WWF Colombia



## Digital

**Reach:** + 9.775.175  
**Impressions:** 25.234.050  
**Interactions:** 80.000





a ver los animales por dentro



We designed the first Online course about sustainable Gastronomy in Colombia, reaching out hotels and restaurants in Colombia. We have more than 2.000 active students.

Christmas is one of the seasons with highest levels of food waste. We connected our messages with the moment and created a short TV Spot. We showed how a Children Christmas witch could be save the planet protecting the food.

Diana Uribe is the most successful podcaster in Colombia. We produced a podcast, reaching audiences outside of our average followers, and even from other countries. With the Video Promo, we reached 238,767 people, of which 215,316, that is, 90% of the accounts, were not our followers

#SinDesperdicio, was a YouTube series launched with the support of TV anchors. People who watched the videos stayed on them for an average of 3:30 minutes, well above the retention average

**Inform, empower, activate and maintain**



# Main results of the SCP project in Paraguay





FUTURE → FOOD → TOGETHER →

**Government**

**Public Policies**

**Private Sector**

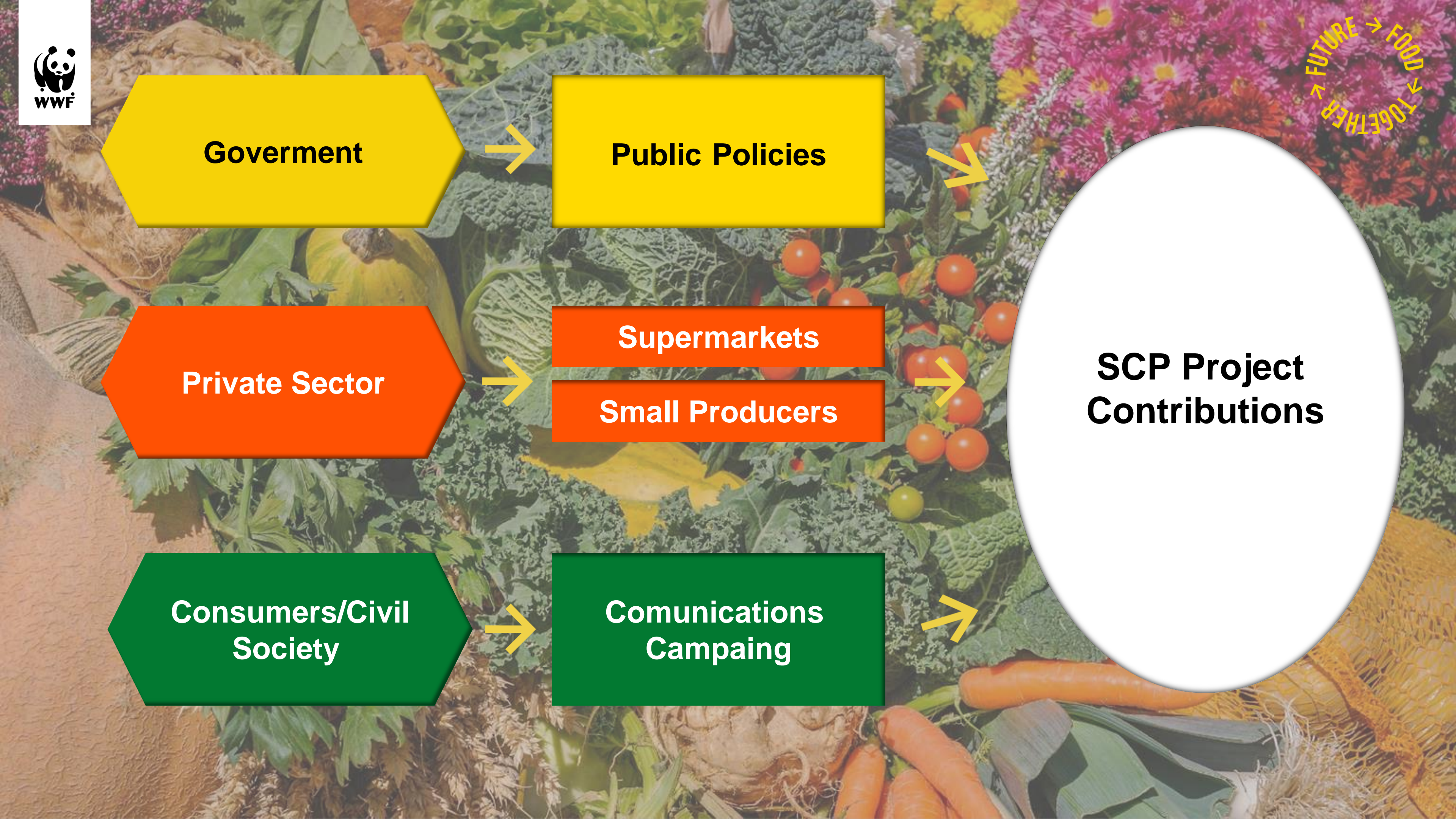
**Supermarkets**

**Small Producers**

**Consumers/Civil Society**

**Comunications Campaing**

**SCP Project Contributions**





# Government - Public Policies



**First Dialogue on Family Farming  
and Climate Change**





# Government - Public Policies



Low carbon practices pilot with small producer





# Private Sector – Smallholders



Small producers received organic certification PGS





# Private Sector - Supermarket



Launching  
of the first  
organic  
beans





# Consumers – Campaigns

## Campaigns 2020/2021



Law 5.414/5 2020



Planeta T 2021



Junio Verde 2021



Julio Sin Plástico 2021



Supermarket activations 2021

## Results

Jun 2021

36%

of consumers claim to know and buys the production system of the fruits and vegetables they consume.

Source: First Analysis survey conducted for WWF-Paraguay.

Nov 2021

70%

of consumers claim to know and buys the production system of the fruits and vegetables they consume.

Source: CCR survey conducted for WWF-Paraguay.



# Consumers – Campaigns

## Campaigns 2022/2023



Junio Verde 2022 / 2023

Julio Sin Plásticos 2022 / 2023



Others campaigns 2022 / 2023



**FUTURE → FOOD → TOGETHER**



Supported by:  
 Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection

based on a decision of the German Bundestag

# Sustainable Consumption & Production in Indonesia

Berlin, September 28, 2023



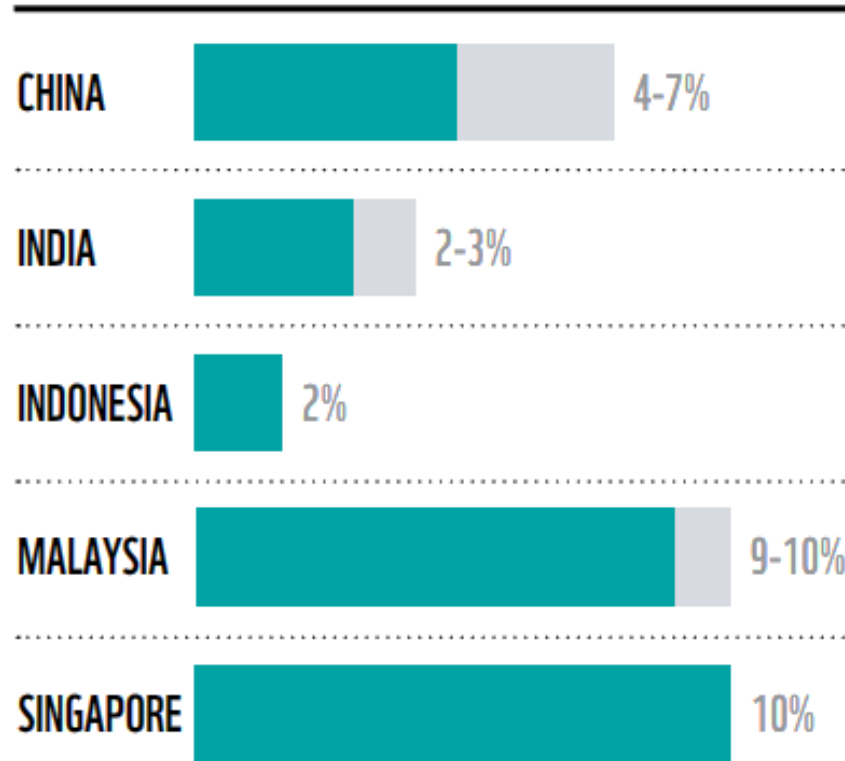
# Background

Contributions to INDC implementation in the agricultural sector are developed, with special focus on the palm oil sector and the implementation of sustainable business models.

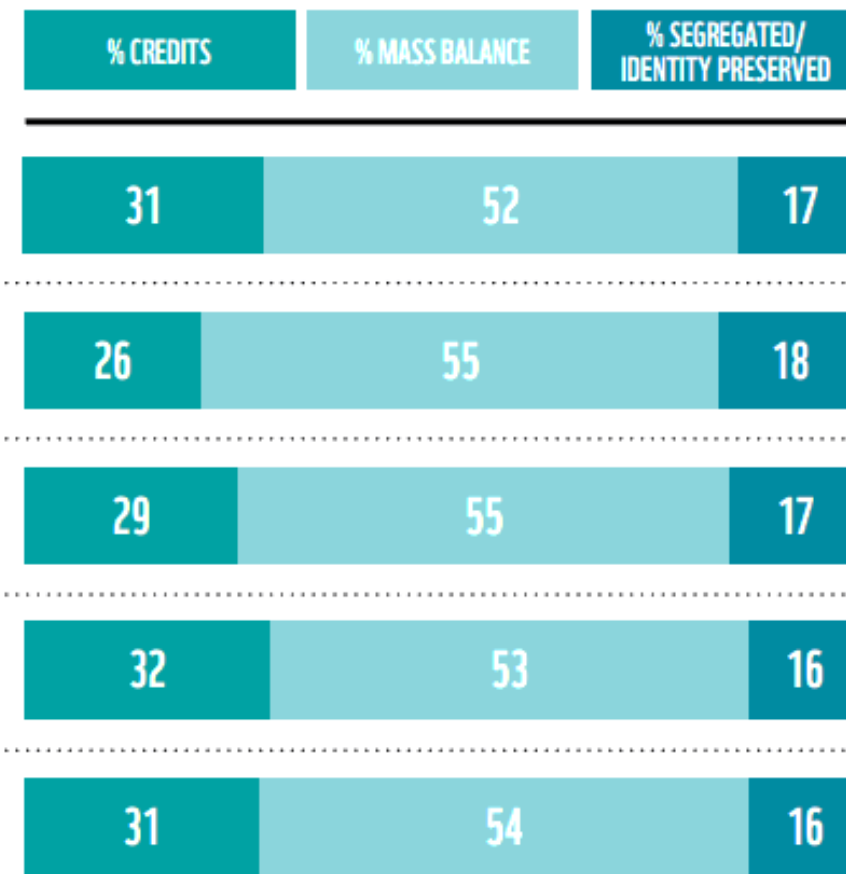


- Indonesia is biggest country as producer (> 46 Mton) and consumption (8 – 10 Mton) palm oil. Palm oil contributed around 3,5 – 4% for Indonesia GDP.
- On the other side, palm oil as one of the causes of deforestation (conversion natural forest ecosystem) - responsible for significant GHGs emissions by land use and cover changes (effect with NDC targets).
- Increasing domestic market – collaboration with private sector to comply with SCP align SDG
- Taking action together with many communities to social movement related SCP – i.e EH communities
- Changes in lifestyle and consumption patterns occur in line with an urbanisation trend. By 2030, it is estimated that 71% of the total Indonesian population will live in urban areas compared to 55-57% at present

Estimated RSPO CSPO uptake  
(% of domestic consumption)



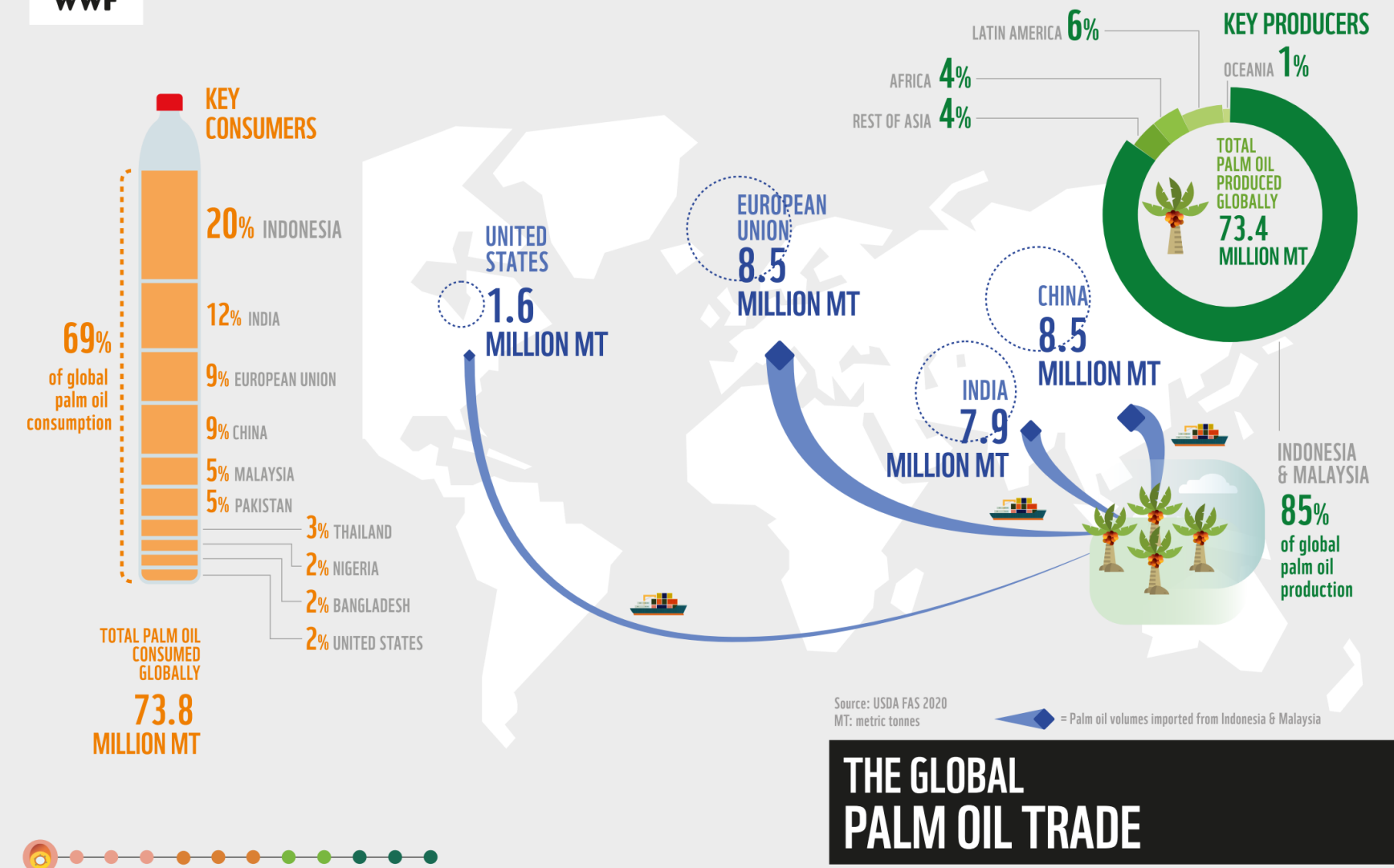
Breakdown of RSPO CSPO supply chain model\*



\* Percentages may not add up to 100% due to rounding



**PALM OIL IS HERE TO STAY: IT IS THE WORLD'S MOST PRODUCED, CONSUMED AND TRADED VEGETABLE OIL.**

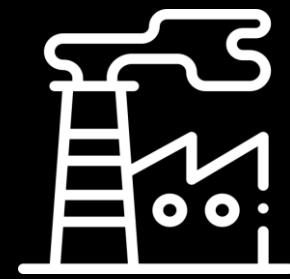


# Strategic approach

The project will contribute to the implementing countries' capacities for integrating and making better use of SCP principles in politics, private businesses and civil society as a means for living up to their national climate strategies.



Government engagement - NDC from palm oil sector



Business engagement - business platform (mostly palm oil)



Campaign and community - Social movement

# Project by numbers



**FIVE** research study align with sustainable consumption and production: NDC, business and consumer



**30** series of **Webinar, FGD & Public Dialog** on Sustainable Consumption and Production



**NINE** companies committed to explore SCP principles to be included into their business operation



**TWO** policy action contribution – support on NDC in Indonesia (on going)



**16** public communication and outreach on sustainable palm oil

# KEY ACHIEVEMENT

## Government engagement – NDC (carbon)

- Conduct study research to provide policy recommendation and strategic mitigation for palm oil sector contribution
- Collaboration action with the local government of West Java to implement SCP



## Business – private sector

- Strengthened business platform of Green Lifestyle and publishing Sustainable Sourcing Guideline
- Nine companies have committed to start embedding SCP principles through implementation of Sustainable Sourcing Guideline
- Super Indo is about to launch RSPO cooking oil for domestic market



## Campaign and community's

- Collaboration action with community's to mainstreaming SCP in seven big cities – with participate around 2,315 young people/millennial
- Conduct Final Hybrid Exhibition for BYB – Beli Yang Baik

**Gerai beliyangbaik**

Temukan Berbagai Produk dan Jasa Berkelanjutan

Yuk Beli!

Consumer Journey

Gerai Belyangbaik

### OIL PALM CONCESSION AND CPO MILLS SUMATERA KALIMANTAN PAPUA DASHBOARD

This is a tool allow you to get information about oil palm concession data analysis.

**Filter:**

- REGION: ALL
- PROVINCE: ALL
- DISTRICT: ALL
- GROUP: ALL
- RSPO STATUS: ALL
- ISPO STATUS: ALL
- SPATIAL CASE: ALL

**Summary:**

- Total of: 2134
- Total Area/HA: 16,956,528
- Total of PDB: 1,131
- RSPO member: 3,272,467

**Map:** Shows Indonesia with markers for Phnom Penh, Kuala Lumpur, Singapore, and Jakarta.

**RSPO Certification:**

- RSPO member Uncertified: 2.1M
- RSPO member Certified: 1.8M
- on RSPO: 13.1M

**Oil Palm Concession at Spatial Function:**

- KSA/KPA: 0.27%
- HPK: 11.7%
- SP/HPT: 8.12%
- HL: 0.57%
- APL: 79.35%

**Deformation at Palm Oil Concession:**

- 2000-2003: 0.5M
- 2003-2009: 1.5M
- 2009-2014: 1.5M
- 2014-2019: 1.5M

**Data Source:** Oil Palm Concession and attribute: Compilation from HGU BPN 2014, Dinas Pertambangan

# PUBLIC DIALOGUE OF PALM OIL PLANTATIONS MORATORIUM IN INDONESIA

Posted on 22 October 2021  
Author by Sekar Askarini N. dan Jelfi

It is undeniable that p... various household pr... plantations in Indone... palm plantations incr... 2018. From the expa... of the deforestation c...

**Production (In Tonnes):**

Company Group	2020	2019	2018	2017
Sime Darby Group	21,800	21,450	21,794	21,463
Best Industry Group	16,103	16,103	16,103	16,103
Other Company Groups	69,812	69,372	61,490	86,707
Other Mills in this district	13,711	13,717	16,121	16,220
Other Mills in this district	13,434	12,706	16,129	15,965
Other Mills in this district	16,214	16,214	16,214	16,214

**Domestic Consumption:** Total Palm Oil Domestic Consumption in Kotawaringin Barat in 2020: 835,100 Tonnes

**Exp. Countries:** India, the European Union, China, Malaysia, Singapore, Bangladesh, Egypt, Pakistan, and the United States

**End-users (FMCG Companies):** Unilever, Nestle, P&G, L'oreal

**Importer Group:** Inter-continental Oil & Fats

**Total Palm Oil Export in Kotawaringin Barat in 2020:** 303,299 Tonnes

**POLICY PAPER**  
GENDER AND HUMAN RIGHTS ISSUES IN PALM OIL PLANTATION

**Panduan Pengadaan Berkelanjutan**  
Versi 01 - 22 April 2020

WWF Indonesia & Indonesia Business Council for Sustainable Development

tabloidnovaofficial, gabriellesubire, n... LIVE 61

rachelliani KAK MENURUT KAKAK KALAU UNTUK MINYAK YG RAMAH LINGKUNGAN ITU TAPI JUGA BERGIZI DAN MURAH ADALAH MINYAK APA YA KAK?

grizzllyyyyy... lamhot\_rumapea and 2 others joined

skrpk\_u... davidleonardo and 4 others joined

ryurhyeong joined

**SUMMARY OF REPORT ANALYSIS AND REVIEW INDONESIA NDCs & MITIGATION ACTION FOR THE AGRICULTURE SECTOR**

Developed by: **KLIMATE & SOCIETY**

This report was made possible with the support from: **Federal Ministry for the Environment, Nature Conservation and Nuclear Safety**

based on a decision of the German Bundestag

**STUDI RANTAI PASOK KELAPA SAWIT DI TIGA KABUPATEN INDONESIA**  
TAPANULI SELATAN, PELALAWAN, DAN SINTANG

**Bincang yang Baik**  
Eps. 00 "Kenalan, yuk!"

Agus Zaenudin  
Arendia Dwi Handayani

**Acew**  
Kosongkaton Beta EH Bandung

Agus Host

**MOTION BREAKFA**

Agus Zaenudin, Arendia Dwi Handayani, Agus Host

ERIKAMIPILIHAN UNTUK #BELIYANGEKOLABEL KENALI MINYAK SAWIT BERKELANJUTAN

**DAGIENI MARTHA GL**

Welcome, lets us get to know you better.

In the FFBS trade, I hold these roles.

Agent

Plantation Owner

Plantation Manager

Cooperative Representative

My FFBS are delivered to the these mills:

Search mill by name

PT. Bahari Gembira Ria

Koperasi Tenganan Mandiri

PT. Adeli Plantation and Industry



**Thank You**

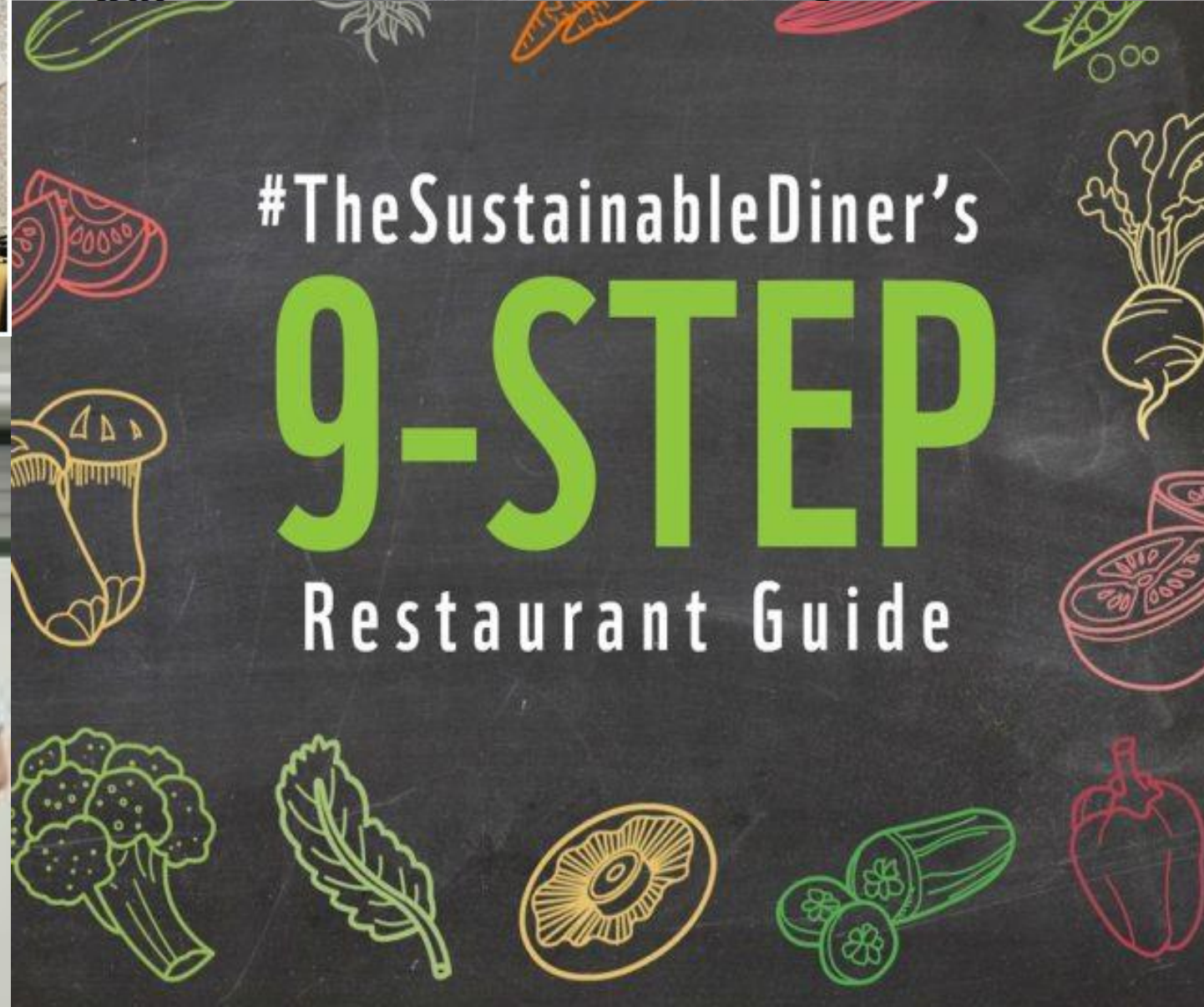
Let's go on the journey **TOGETHER**



A Key **Ingredient** For Sustainable Tourism











**PROJECT  
SCOPE**

# Three Key Tourism Cities in the Philippines

THE PHILIPPINE ISLAND  
in vector by Diwa Fernandez  
<http://diwafernandez.com>

- Luzon
- Visayas
- Mindanao



**QUEZON CITY**

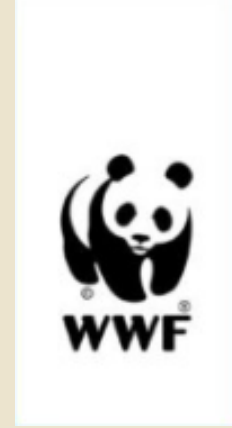


**CITY OF TAGAYTAY**



**CITY OF CEBU**





Report released by WWF

# THE SUSTAINABLE DINER PROJECT AT A GLANCE



CONSUMER  
AWARENESS  
CAMPAIGNS

RESOURCE  
MATERIALS

PRIVATE  
SECTOR  
ENGAGEMENT

POLICY  
INSTRUMENTS

# The Philippine Action Plan for Sustainable Consumption and Production (PAP4SCP)

Draft National Food Waste  
Guidelines

Department of Tourism  
Sustainability Trainings

Food Surplus Reduction  
Bill at the House of  
Representatives

Local Government Food  
Waste Reduction  
Ordinance



A Key Ingredient For Sustainable Tourism



CONSUMER  
AWARENESS  
CAMPAIGNS

RESOURCE  
MATERIALS

PRIVATE  
SECTOR  
ENGAGEMENT

POLICY  
INSTRUMENTS

## Business Association & Restaurant Partners



A Key Ingredient For Sustainable Tourism

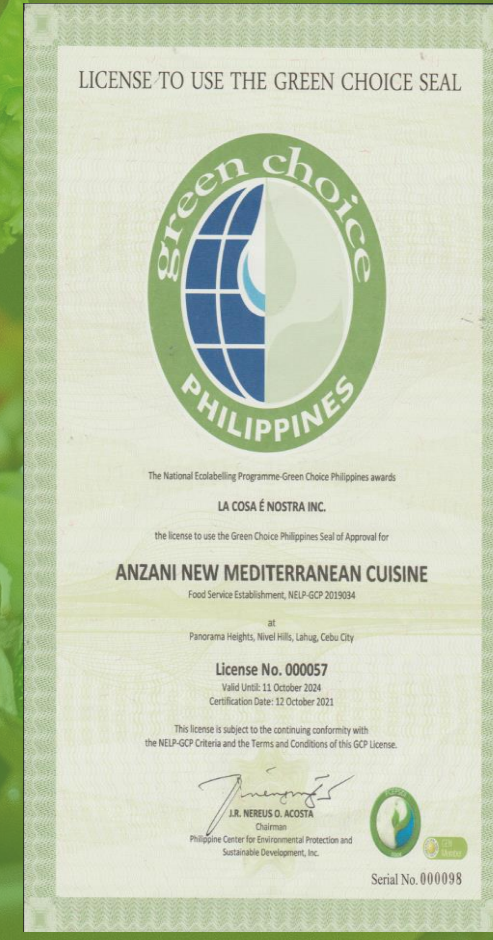
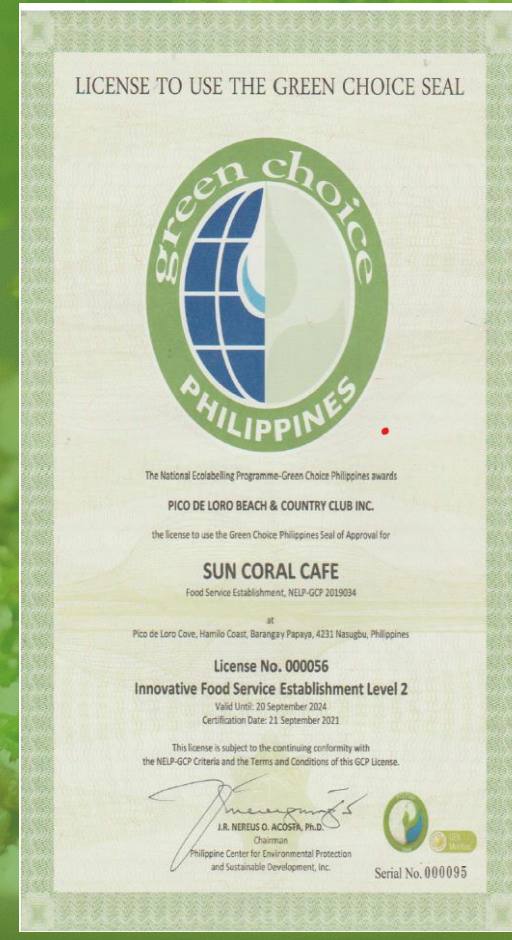
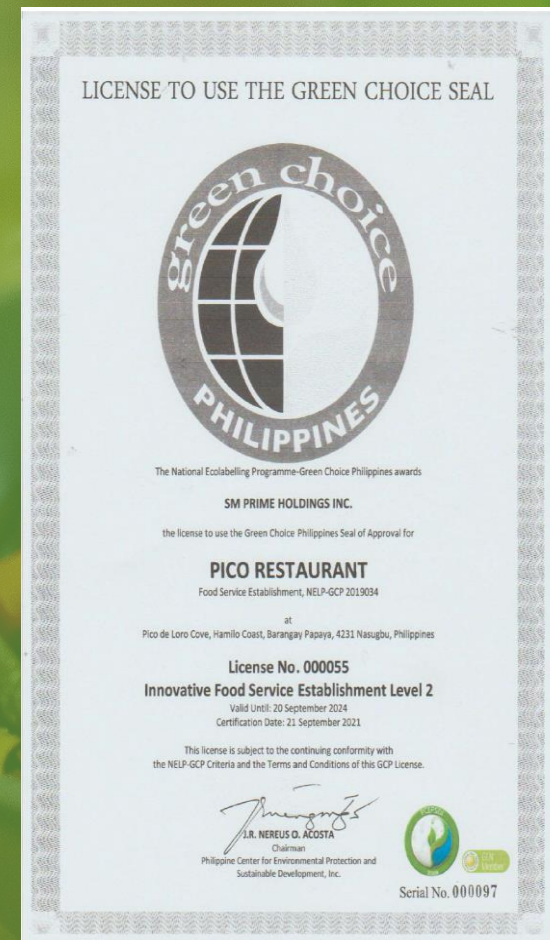
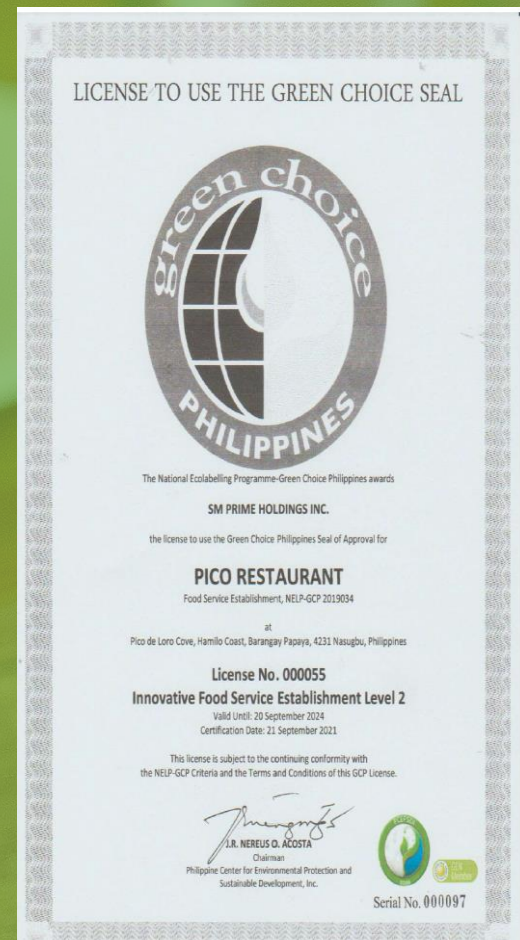
3 Associations

28 restaurant partners

2 hotels

4 Restaurants Certified with  
National Eco-labelling  
Program Green Choice  
Philippines Certification

> 1000 employees engaged



**CONSUMER  
AWARENESS  
CAMPAIGNS**

**RESOURCE  
MATERIALS**

**PRIVATE  
SECTOR  
ENGAGEMENT**

**POLICY  
INSTRUMENTS**

- NELP-GCP Criteria for Food Services**
- Life Cycle Assessment Full Study**
- Life Cycle Assessment Guide for Restaurants**
- Feasibility Study on Food Donation Program in the Philippines**
- Cost Benefit Analysis Full Report**
- Cost Benefit Analysis Training Manual**
- Cost Benefit Analysis Monitoring Tool Training Video**
- WWF Training Modules for Food Service Establishments**
- Food Waste Pilot Case Study**



A Key Ingredient For Sustainable Tourism

CONSUMER  
AWARENESS  
CAMPAIGNS

RESOURCE  
MATERIALS

PRIVATE  
SECTOR  
ENGAGEMENT

POLICY  
INSTRUMENTS

## Community & Knowledge Partners



A Key Ingredient For Sustainable Tourism

**95 F2F events**  
**6 media trip series**  
**15 exhibitions**  
**25 webinars**

promoting SCP in food and tourism  
locally and internationally  
reaching:

**4500 participants F2F and**  
**1.4M through webinars.**



CONSUMER  
AWARENESS  
CAMPAIGNS

RESOURCE  
MATERIALS

PRIVATE  
SECTOR  
ENGAGEMENT

POLICY  
INSTRUMENTS



A Key Ingredient For Sustainable Tourism

## IEC materials developed

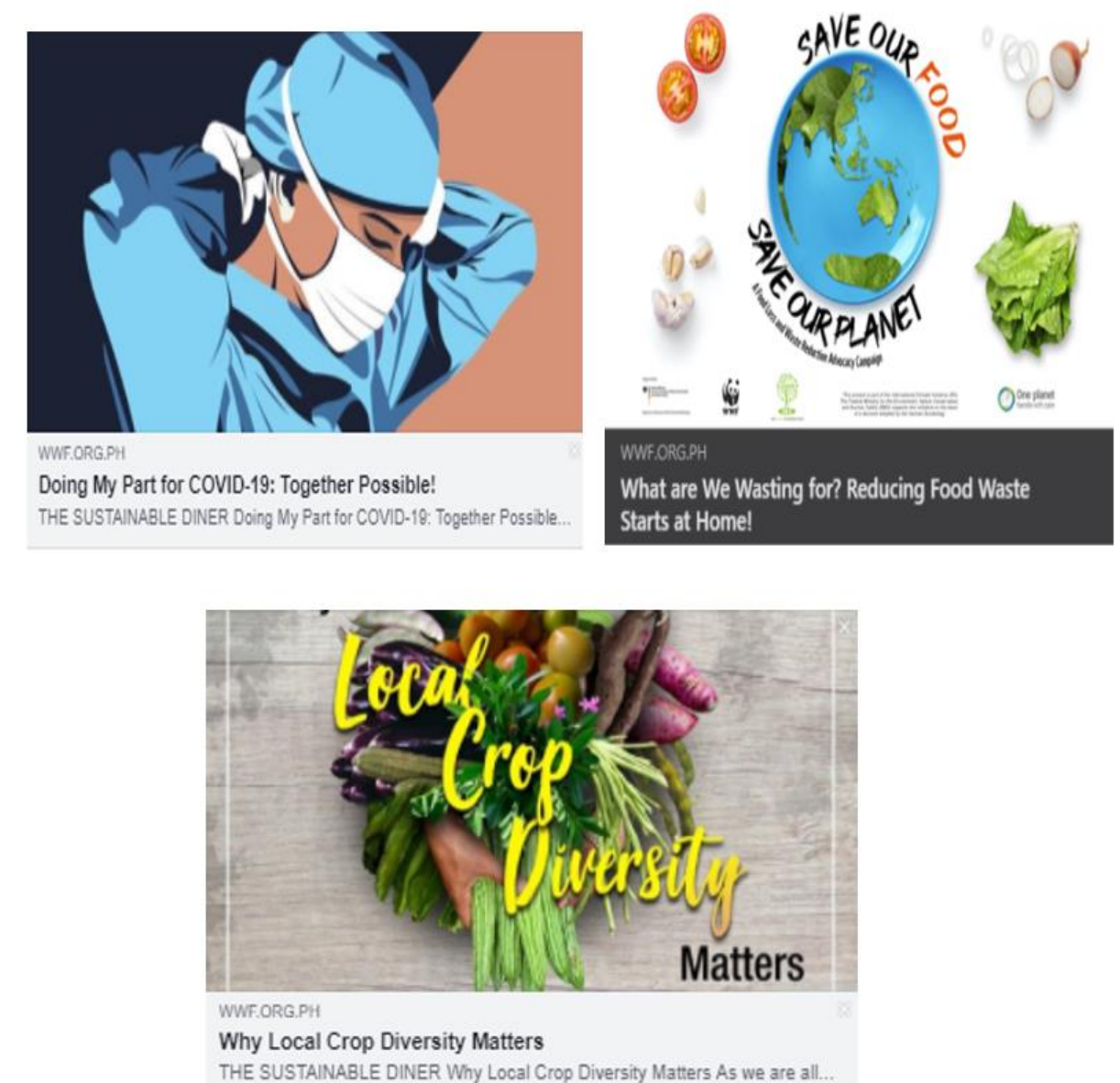
1 interactive exhibit material



189 e-posters



103 web articles



CONSUMER  
AWARENESS  
CAMPAIGNS

RESOURCE  
MATERIALS

PRIVATE  
SECTOR  
ENGAGEMENT

POLICY  
INSTRUMENTS



A Key Ingredient For Sustainable Tourism

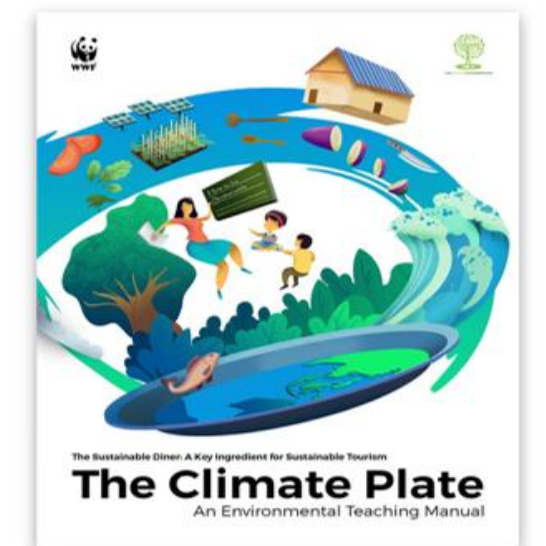
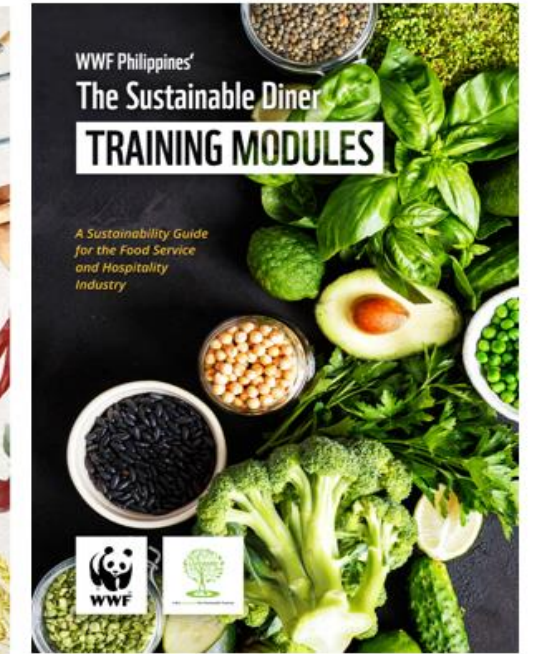
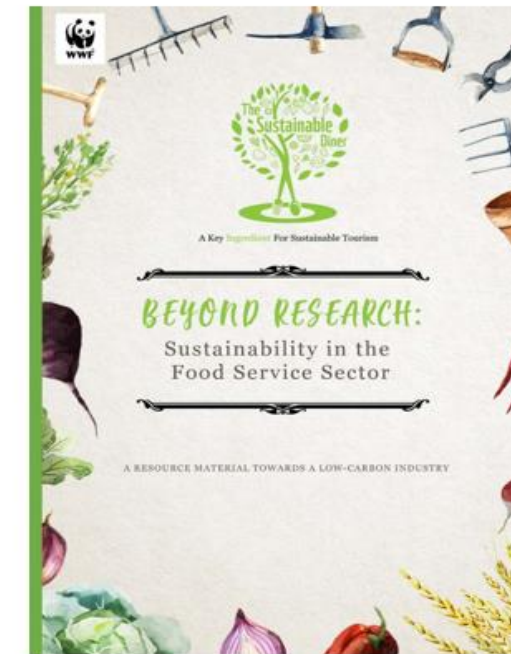
## IEC materials developed

1 exhibit material, 189 e-posters, 103 web articles, 41 videos, 11 resource materials

41 videos



11 resource materials





**For more information, visit:**



**WWF.Philippines**



**wwfphilippines**



**WWF\_Philippines**



**WWFPhilippines**



**WWF-Philippines**



**wwf.org.ph**





WWF

THAILAND



# JOURNEY OF SUSTAINABLE CONSUMPTION AND PRODUCTION

A localized approach establishing low-carbon sustainable consumption and production in the food system, THAILAND

Final Conference SCP South South  
“Transforming Food Systems in the Global South”

Date: Thursday, 28th September 2023  
Location: beta Haus | Kreuzberg

Supported by:



based on a decision of  
the German Bundestag

# TRANSFORMING AGRICULTURE AND PROMOTING SUSTAINABLE CONSUMPTION AND PRODUCTION (SCP) IN THAILAND



## STEP 1: AWARENESS

**Challenges:**  
Soil & low yields

**Consumer Gap:**  
Low SCP awareness

**Goal:**  
Raise urgency

**Method:**  
Workshops & media

## STEP 2: ENGAGEMENT

**Partners:**  
Farmers, businesses,  
NGOs

**Knowledge:**  
Workshops & training

**Goal:**  
Informed action

**Method:**  
MOUs & digital  
platforms

## STEP 3: TRANSFORMATION

**Solutions:**  
Agroecology & market  
access

**Consumer Gap:**  
Income up, debt down

**Goal:**  
Sustainable food  
system

**Method:**  
Pilot FLR349 model



## Rural Poverty

Farmers are the most vulnerable group, earning an average yearly income of just 88,402 THB per family while grappling with a staggering average debt of 212,586 THB



## Deforestation

Nearly 43% of forest cover lost within 40 years, leading to loss of biodiversity, increased carbon emissions, and disrupted water cycles



## Externalities

The cost of nature capital loss is estimated to be around 1.6-2.6% of Thailand's GDP per year



**THE SHIFT**



I've doubled my crop yield!

Our soil has never been healthier!

**TO AGROECOLOGY**



Traditional Monoculture Farming



Thriving Agroecological Farm

"Moving away from monoculture towards agroecology has led to increased biodiversity, better soil health, and improved livelihoods for local farmers."

# EMPOWERING THE VALUE CHAIN

## - BEFORE PROJECT -

A Broken Chain, Lost Opportunities



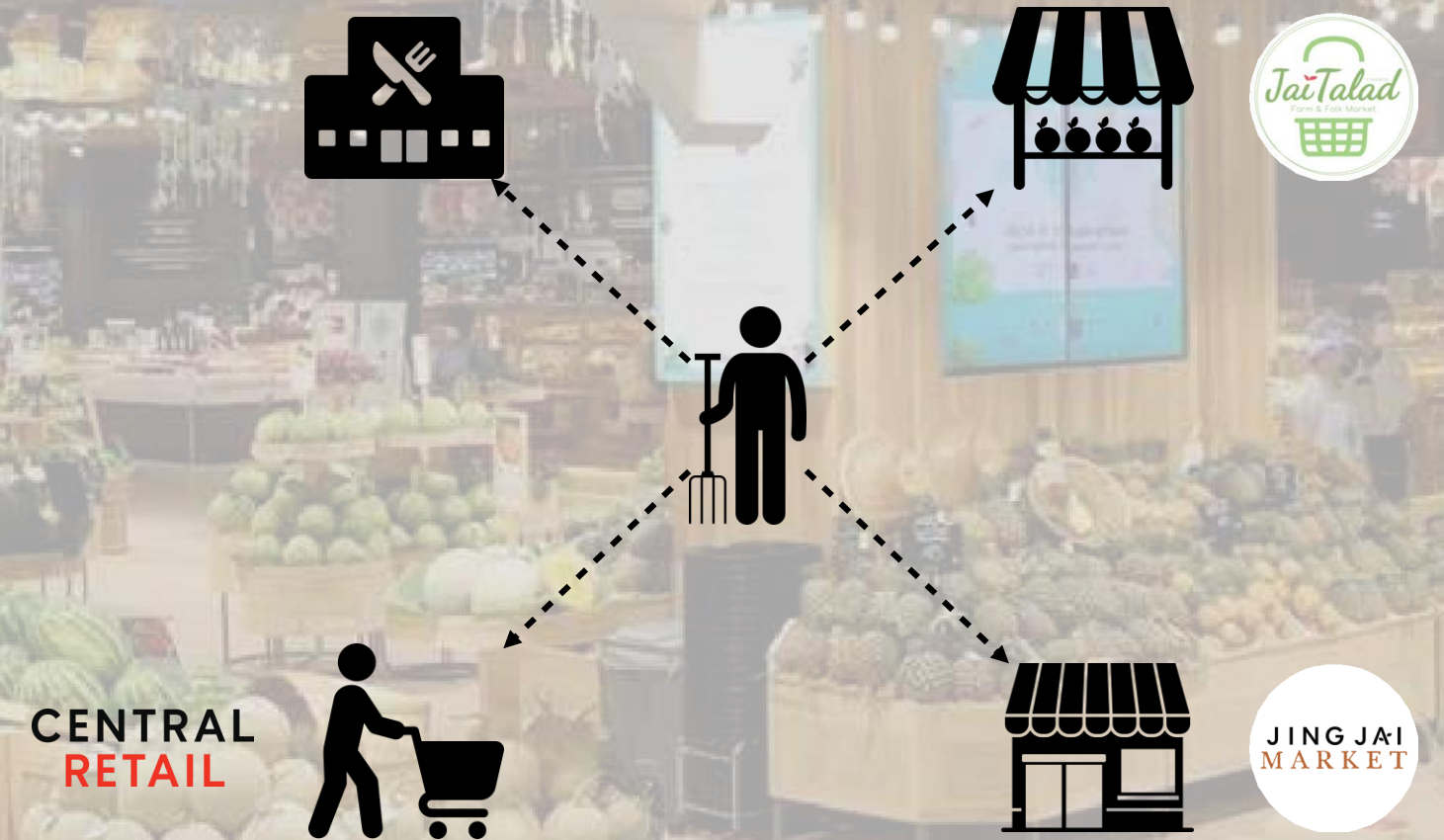
- Disjointed Farmers: Limited market access
- Middlemen Power: Profit margins squeezed
- Consumer Gap: Low awareness, trust issues

Connected marginal farmers to urban markets  
Increased average income by 30%

Strengthened partnerships with community-based enterprises & cooperatives

## - AFTER PROJECT -

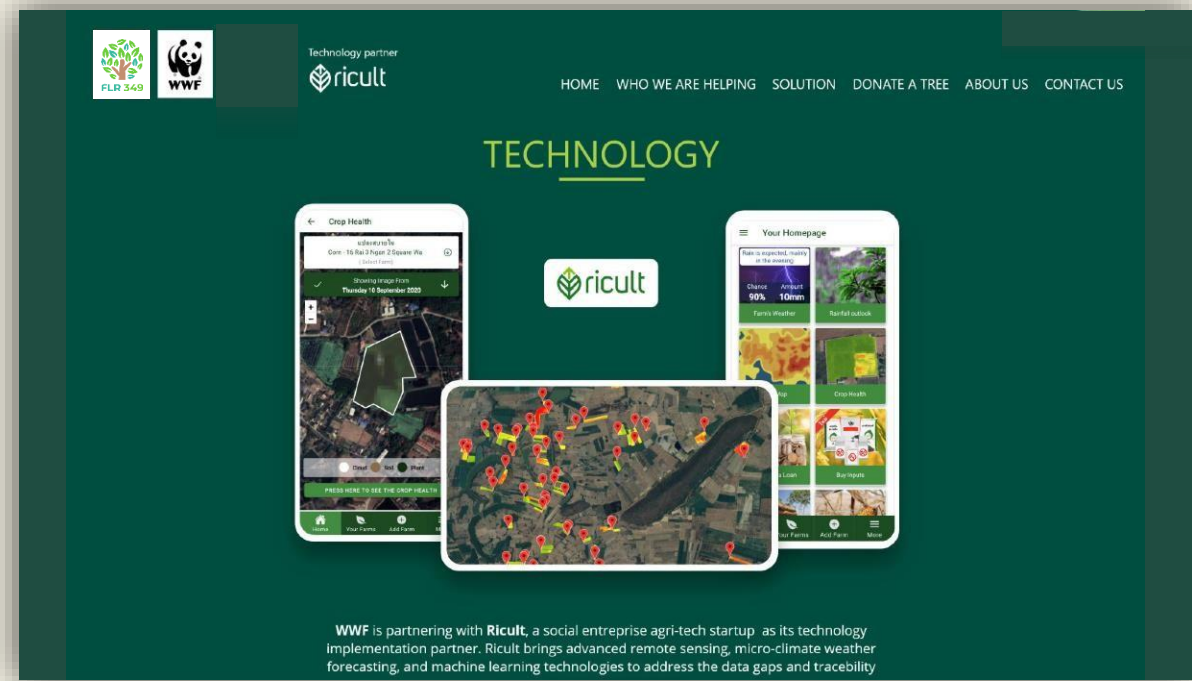
From Broken Links to Sustainable Connections



- United Farmers: Market access enabled
- Fair Play: Empowered, profitable stakeholders
- Consumer Trust: Transparency and awareness

# FROM FARM TO DIGITAL PLATFORM

## Building Transparency and Trust



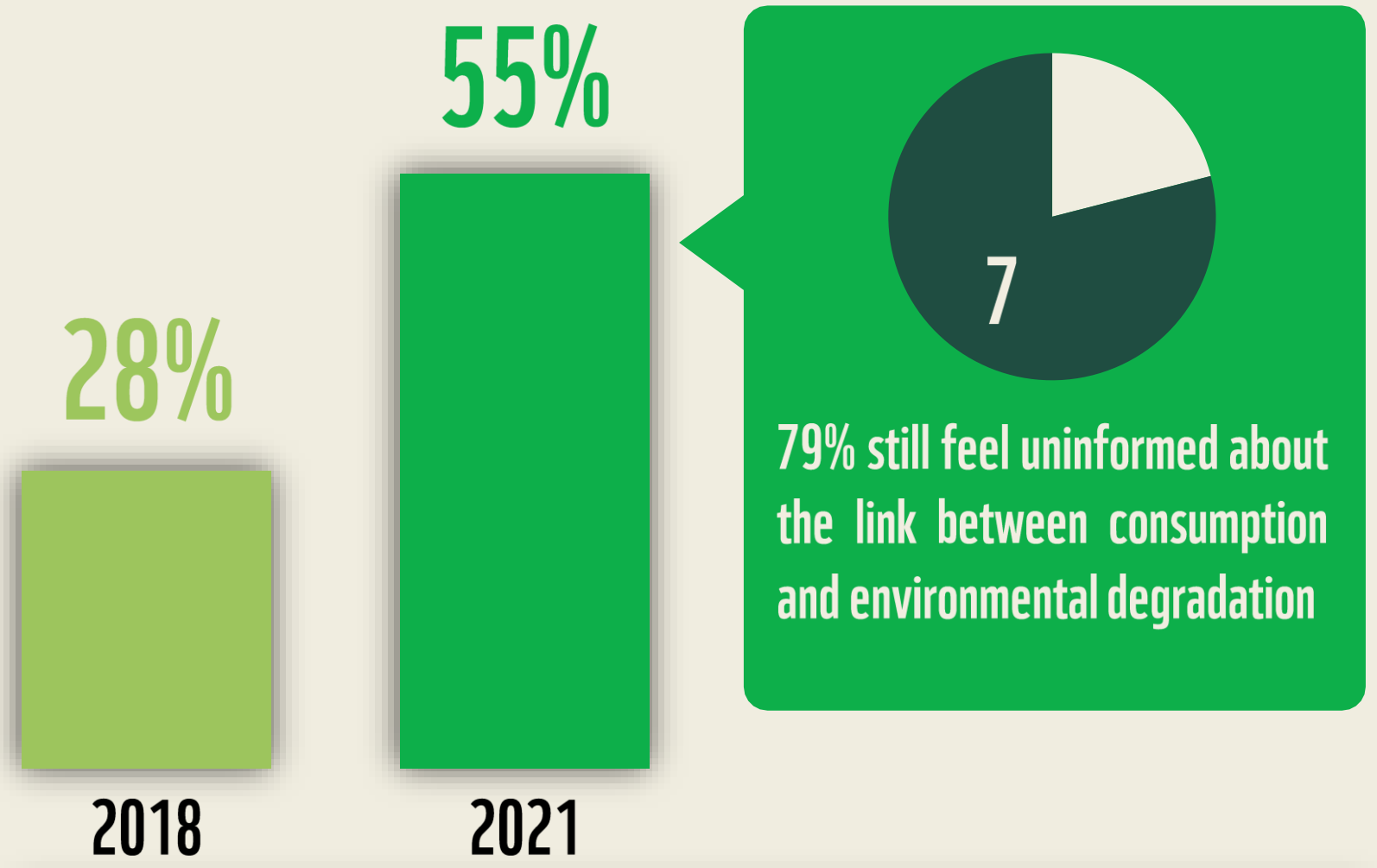
# #EATBETTER CAMPAIGN

## Nudging Toward Conscious Choices



# SIGNIFICANT SHIFT

## 55% More Aware of Deforestation, But Work Remains





# ENVIRONMENTAL PERFORMANCE



## Restoration and Climate Resilience

- 72.8 hectares restored into forest; 83,558 saplings planted.



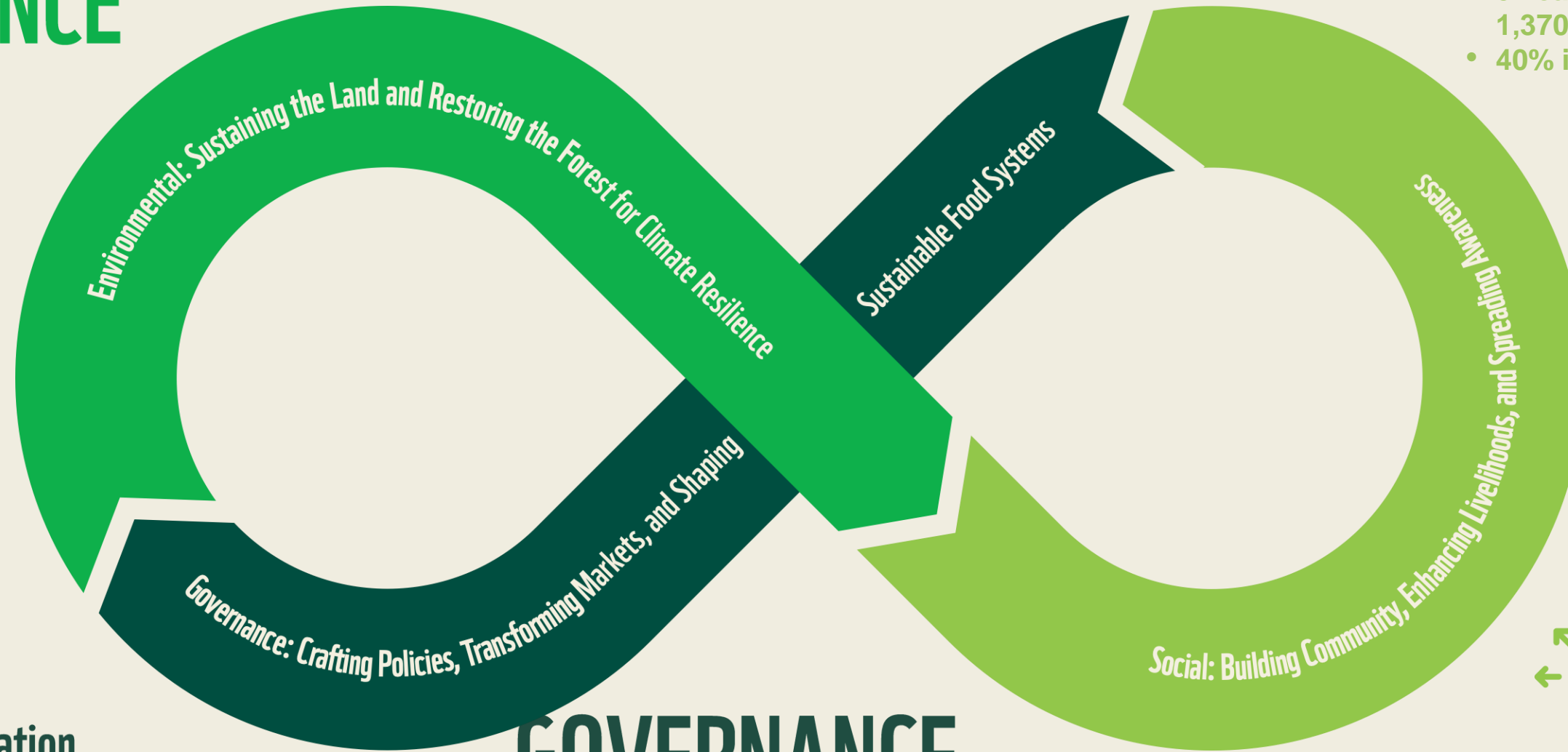
## Community Empowerment

- 57 capacity-building workshops, 1,370 farmers directly benefited.
- 40% increase in income for farming families.



## Sustainable Production

- Transformed 400 hectares into sustainable agriculture.
- Planted 240,000 trees in 400 hectares.



# SOCIAL PERFORMANCE



## Awareness and Education

- ‘Eat Better’ campaign with 229 posts; 1,445 people joined workshops/events.



## Policy and Collaboration

- Transform 4 MoUs, 54 organizations collaborated, 25 SCP activities.
- Established 4 platforms for policy dialogues; 1 set of policy recommendations for SCP.

# GOVERNANCE PERFORMANCE



## Market Transformation and Sustainable Food Systems

- Mobile application for smart farming, consumer information, and farmers’ market.



WWF

THAILAND



THANK YOU





FUTURE → FOOD  
← TOGETHER ←

# Lunch Break

12:45-13:45



Presenting the Journey of the IKI Project *Sustainable Consumption & Production*

28.09.2023

Supported by:



based on a decision of the German Bundestag





# **Fireside Chat 1: Smallholder Farmers**

**with Ply Pirom (WWF Thailand) & Oscar Rodas (WWF Paraguay)**



# **Fireside Chat 2: Food Loss and Waste**

**with Melody Melo-Rijk (WWF Philippines) & Camila Camaert (WWF Colombia)**



# **Fireside Chat 3: Retailer Engagement**

**with Angga Prathama Putra (WWF Indonesia) & Camila Camaert (WWF Colombia)**



# Fireside Chat 4: Government Engagement

with Angga Prathama Putra (WWF Indonesia) & Melody Melo-Rijk (WWF Philippines)



FUTURE → FOOD  
← TOGETHER ←

# WWF Future Food Together Conference

Transforming Food Systems in the Global South



Presenting the Journey of the IKI Project *Sustainable Consumption & Production*

28.09.2023

Supported by:



based on a decision of  
the German Bundestag







FUTURE → FOOD  
← TOGETHER

# Coffee Break

15:15-15:30



Presenting the Journey of the IKI Project *Sustainable Consumption & Production*

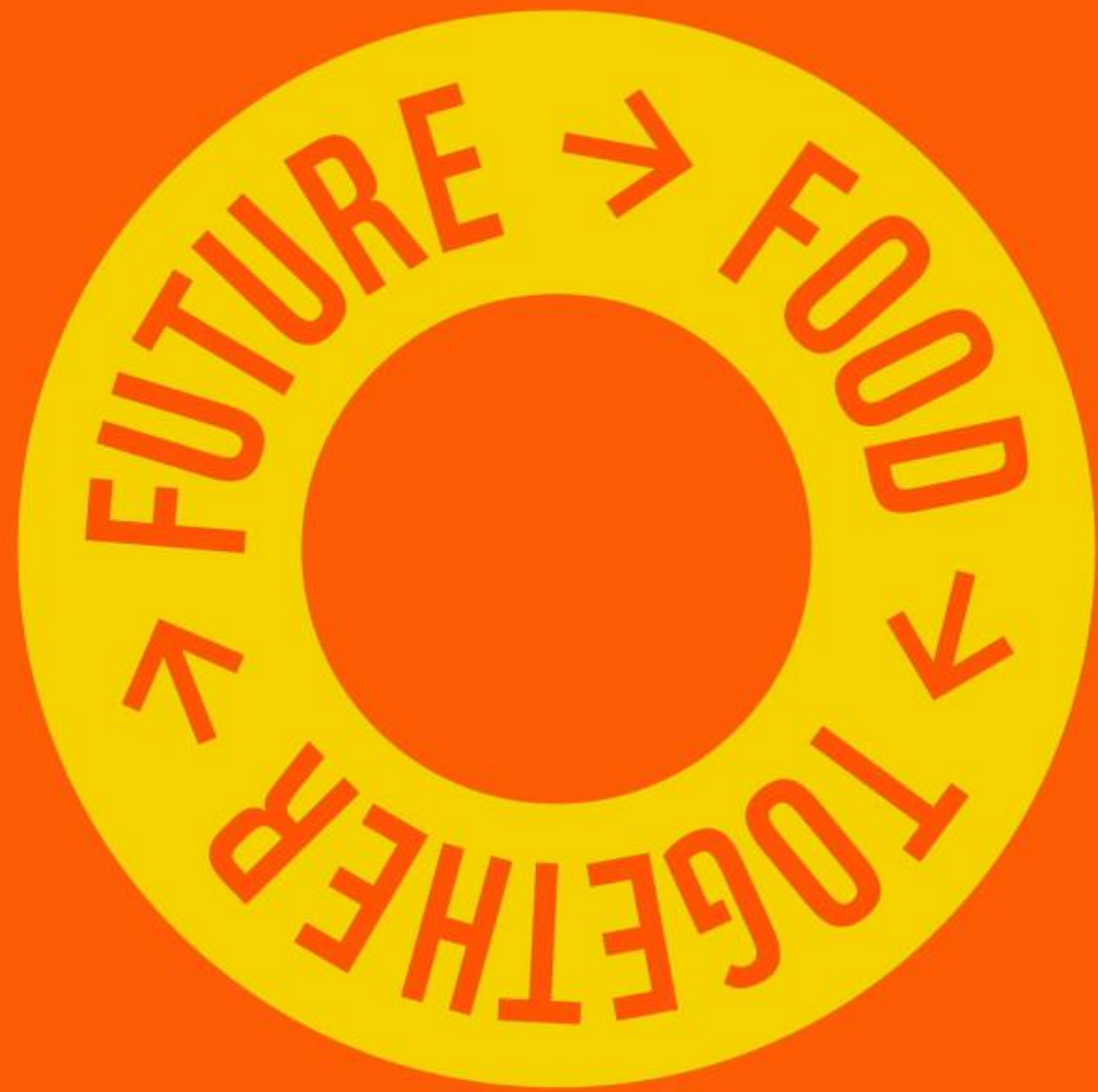
28.09.2023

Supported by:



based on a decision of the German Bundestag







# Consumer Engagement – Linking Future Food Together and CLIF (Climate Impacts of Food)



Gefördert durch:



aufgrund eines Beschlusses  
des Deutschen Bundestages

Bundesministerium  
für Umwelt, Naturschutz, nukleare Sicherheit  
und Verbraucherschutz



INTERNATIONALE  
KLIMASCHUTZINITIATIVE



# Consumer engagement



WWF Future Food Together Conference, 28 September 2023

Climate Impacts of Food (CLIF) and a communication tool for sustainability impacts of food

Supported by:



based on a decision of the German Bundestag



# The great food puzzle - consumers

## Consumers as a piece of the puzzle: raising consumer awareness

- ✓ Create demand and a market for more sustainably produced food
- ✓ Information as a 'tool in our toolbox' for sustainable food systems
- ✓ Future Food Together & Climate Impacts of Food focus on consumer engagement



[WWF. 2022. Solving the Great Food Puzzle: 20 levers to scale national action.](#)

# Key project facts



## Development of a globally applicable tool for communicating sustainability impacts

- Funded by the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection as part of the International Climate Initiative (IKI)
- Duration: August 2021 – Juli 2024

**Project coordination:** WWF Germany

### Partners:

- [corsus – corporate sustainability](#)
- [TMG Research – ThinkTank for Sustainability](#)

### WWF partner countries:

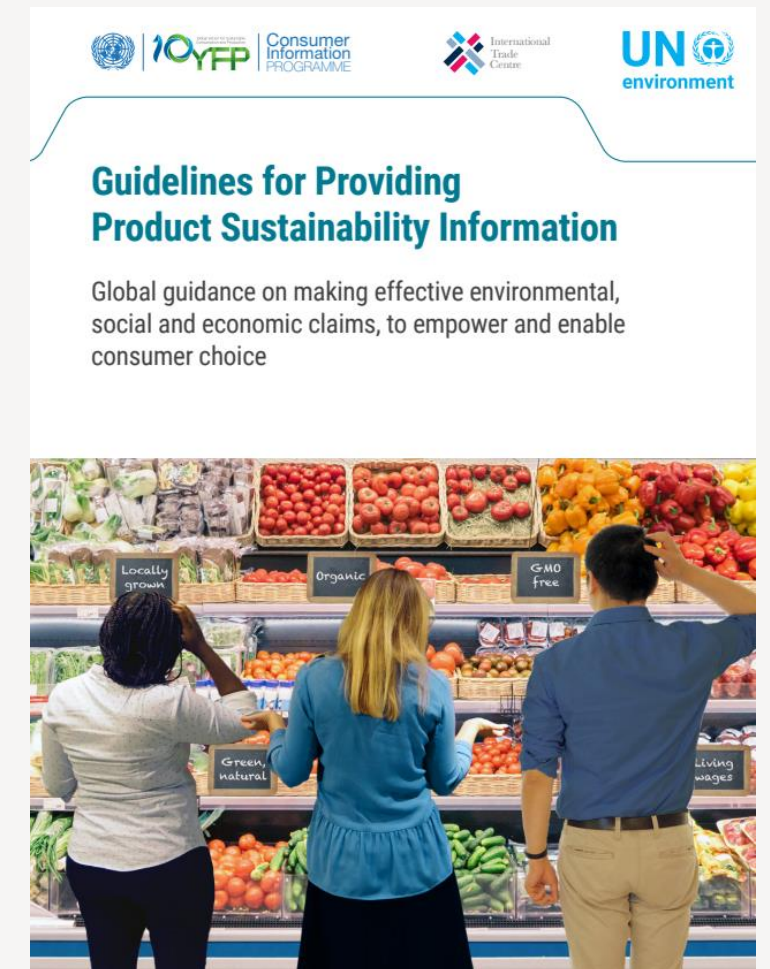
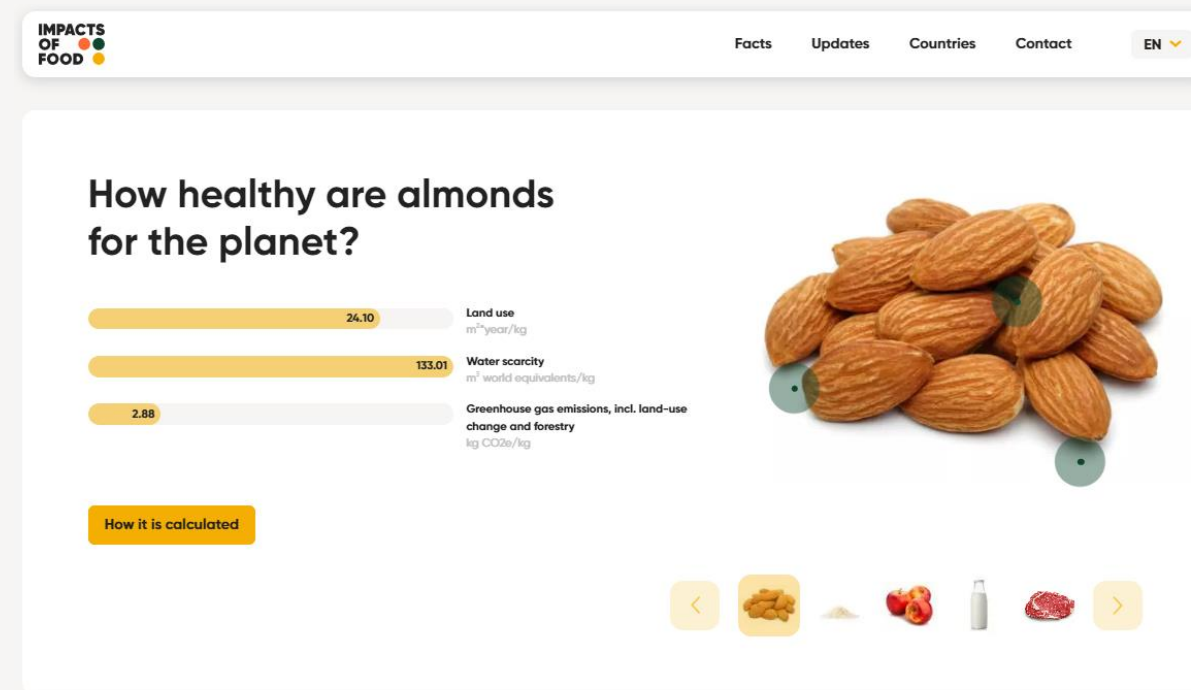
- [Paraguay](#), [South Africa](#), [Thailand](#), [Germany](#)



# Information first!

## Choosing sustainable food is difficult:

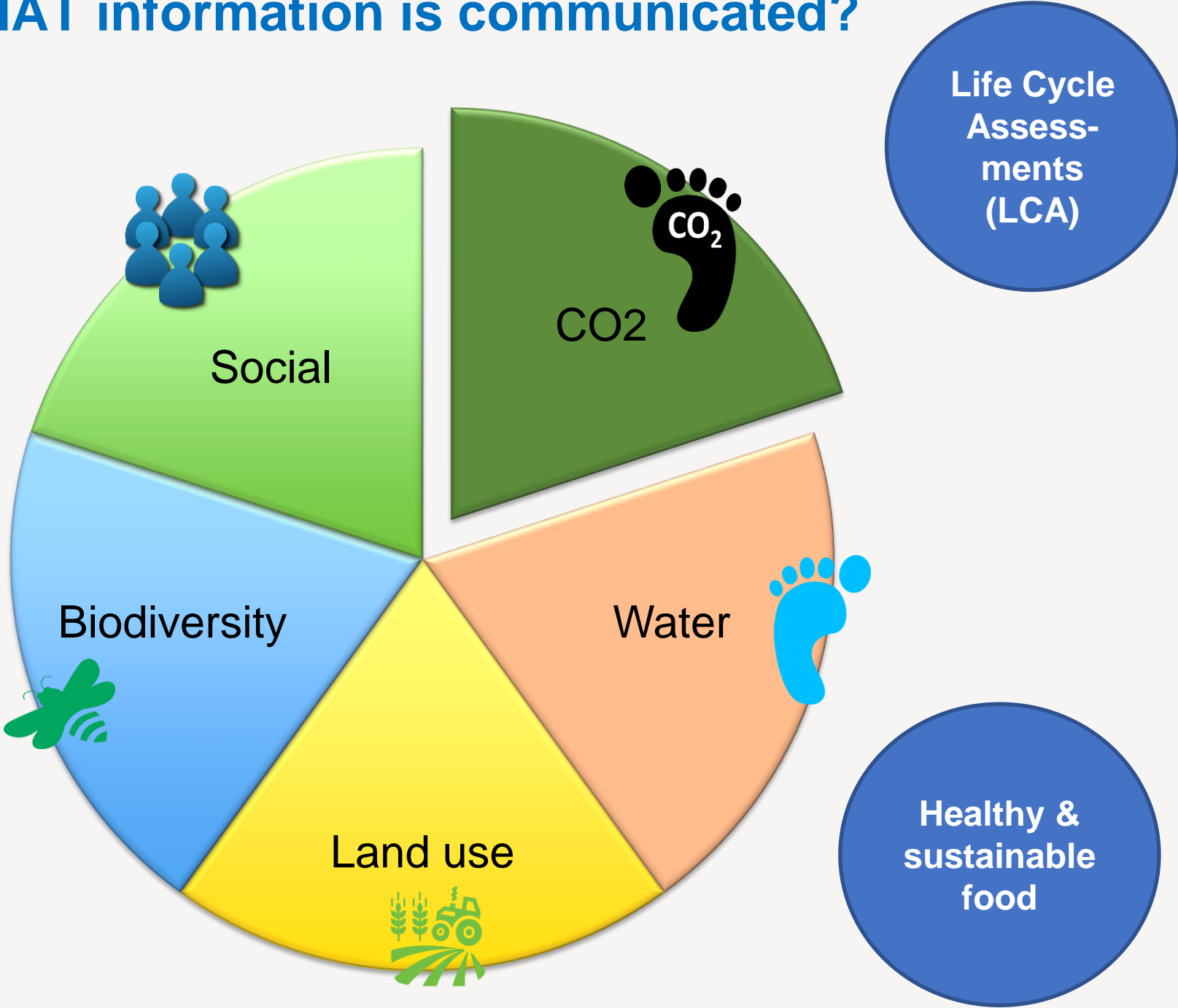
- Lack of information on sustainability of products for both, businesses and consumers
- Informative labels are available in some places, but often remain unclear:
  - consideration of single aspects (e.g., only CO2, ecological or social), unclear criteria, or too many labels, lack of credibility
- [Guidelines for Providing Product Sustainability Information](#) (UNEP 2017): how to make effective and trustworthy claims?



# Communication tool

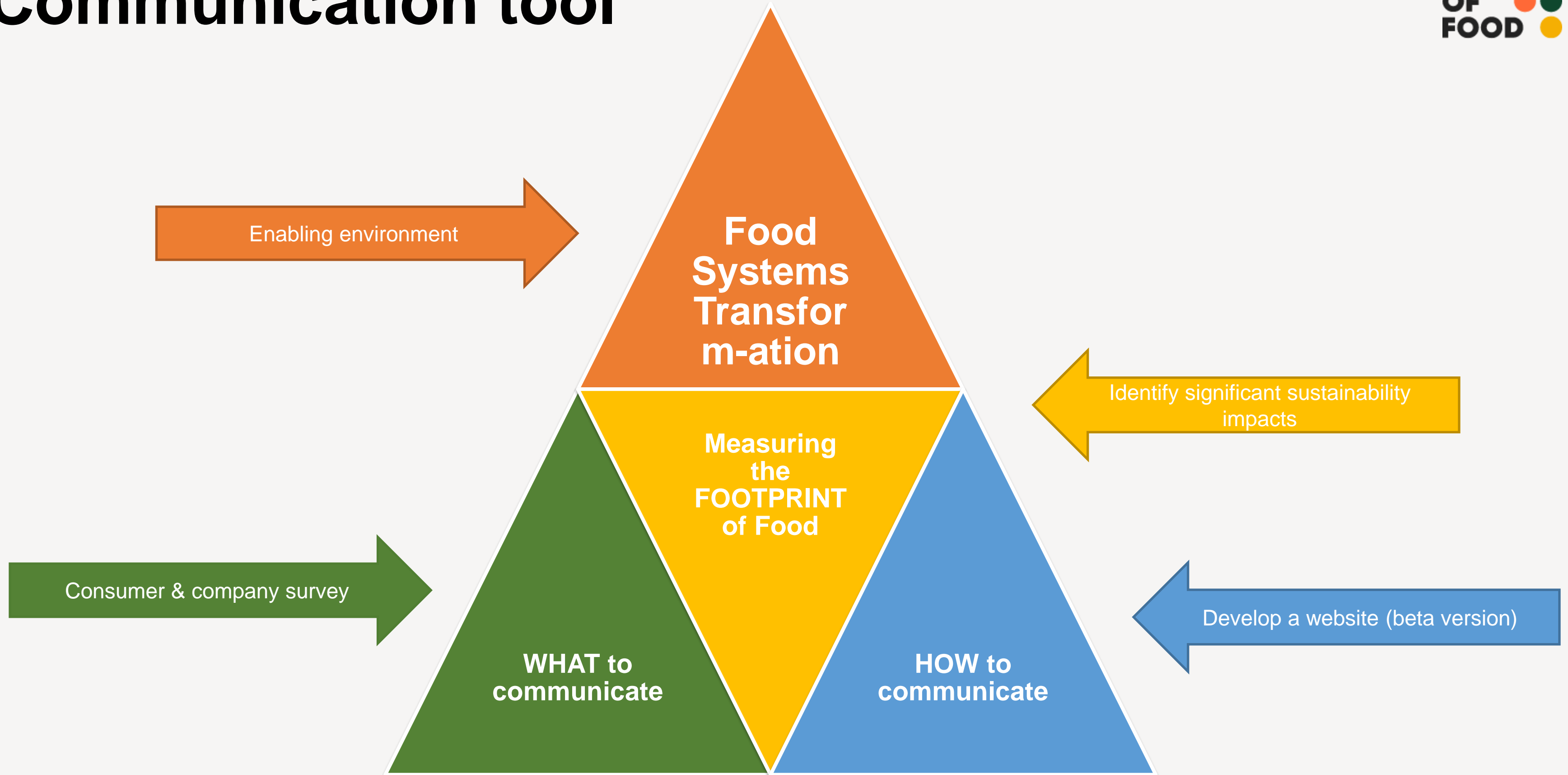


## WHAT information is communicated?





# Communication tool



# Consumer engagement



# Consumer engagement



# Thank you!

The project is part of the International Climate Initiative (IKI). The Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) is funding the initiative based on a resolution of the German Bundestag.

[www.food-impacts.com](http://www.food-impacts.com)

Supported by:



based on a decision of the German Bundestag





# Fireside Chat 5: Consumer Engagement

with Ply Pirom (WWF Thailand) & Oscar Rodas (WWF Paraguay)



# Consumer Engagement – Linking Future Food Together and CLIF (Climate Impacts of Food)



Gefördert durch:



aufgrund eines Beschlusses  
des Deutschen Bundestages

Bundesministerium  
für Umwelt, Naturschutz, nukleare Sicherheit  
und Verbraucherschutz



INTERNATIONALE  
KLIMASCHUTZINITIATIVE





FUTURE → FOOD  
← TOGETHER ←

# WWF Future Food Together Conference

Transforming Food Systems in the Global South



Presenting the Journey of the IKI Project *Sustainable Consumption & Production*

28.09.2023

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Federal Ministry  
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the German Bundestag

