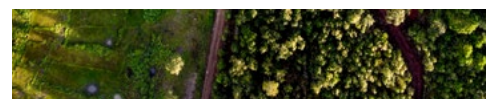




WWF FUTURE FOOD TOGETHER: TRANSFORMING FOOD SYSTEMS IN THE GLOBAL SOUTH

Final Project Report 2017–2023



This project has been supported by the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection of Germany. It is part of the International Climate Initiative (IKI).

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for the Environment, Nature Conservation,
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WWF

WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.



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TABLE OF CONTENTS

ABOUT THE WWF FUTURE FOOD TOGETHER INITIATIVE	4	SECTION 3: COUNTRY SUMMARIES	28
		3.1 Indonesia	29
VOICES FROM THE TEAM	6	3.2 Philippines	33
		3.3 Thailand	37
ACRONYMS AND DEFINITIONS	8	3.4 Colombia	41
		3.5 Paraguay	45
SECTION 1: BACKGROUND AND CONTEXT	12	SECTION 4: GLOBAL POLICY ADVOCACY SUMMARY	50
		4.1 Overview	51
SECTION 2: THE FUTURE FOOD TOGETHER STRATEGY	20	4.2 UN One Planet Network	52
2.1 The Initiative at a Glance	21	4.3 Knowledge Resources	56
2.2 Our Strategy: A Food Systems Understanding	23	SECTION 5: LESSONS LEARNED AND RECOMMENDATIONS	58
2.2.1 Context-specific Interventions	23		
Government	23	CONCLUSION	63
Private Sector	24		
Consumers	24		
2.2.2 A South-South Exchange	26		
2.2.3 Promoting a Food Systems Approach and Inclusive Collaboration at Global Levels	27		

ABOUT THE WWF FUTURE FOOD TOGETHER INITIATIVE



► Link to the FFT website

► *WWF Future Food Together (FFT)* is a response to the urgent change that is needed in the way we produce and consume food. This WWF initiative presents a different vision for food systems and rallies stakeholders around the need for transformative action. FFT unifies a network of dedicated WWF teams working to advance sustainable food systems in the Global South and at international and multilateral levels. The first phase of the initiative (2017–2023) included in-country teams from Indonesia, the Philippines, Thailand, Colombia and Paraguay, in addition to a team supporting WWF’s global efforts on the food agenda. Through a regular South-South learning exchange, the initiative bridged projects in Asia and South America. This exchange facilitated the transfer of adaptable solutions, creating pathways to accelerate the integration of sustainable consumption and production (SCP) practices at sub-national and national levels. In-country project interventions promoted sustainable farming practices, advocated for healthier diets and sustainable consumption patterns, and tackled food loss and waste. Each country team collaborated with local experts to develop and implement context-specific solutions, addressing the unique challenges and opportunities of each region.

In addition to in-country projects, FFT via WWF-Germany actively participated in policy processes and multi-stakeholder collaborations at international and multilateral levels to promote the uptake of SCP practices in global agri-food systems. Intervening at different governance levels can increase the likelihood of long-lasting impact. FFT advocated for the urgent transformation of food systems through more inclusive policy processes and the adoption of a “systems approach”, which took into account the range of multiple interrelated issues connected by our food systems. These areas included climate change, biodiversity loss, gender inequality, resource depletion and degradation, poverty alleviation, economic trade, and other related aspects. FFT “walked the talk” and prioritized multi-stakeholder collaboration as a core principle in its interventions. The convening of and collaboration with farmers, agribusinesses, academic institutions, policymakers, consumers and other civil society organisations were both a key output and a key factor for the project’s achievements. Interventions were developed at various governance levels to address the food system along the entire value chain rather than focusing solely on its individual components.



This final report is based on the first phase of the FFT initiative. Project activities were completed within a six and a half year period between 2017–2023. The report begins by providing background details on the need for food system transformation, outlines the FFT strategy, presents project results in sections three and four (country summaries and global workstream), and concludes with lessons learned and recommendations for food system stakeholders.



The One Planet Network is the official implementation mechanism for the cross-cutting Sustainable Development Goal 12: ensuring sustainable patterns of consumption and production.

The FFT initiative is a part of the International Climate Initiative (IKI). This project has been supported by the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection of Germany. IKI operates within the framework of the United Nations Framework Convention on Climate Change and the Convention on Biological Diversity, financing climate change mitigation and biodiversity conservation in developing, emerging and transitioning countries. FFT is engaged in the United Nations One Planet Network, providing support to WWF’s co-lead role in the Sustainable Food Systems Programme and Multistakeholder Advisory Committee member role in the Consumer Information Programme. The One Planet Network is the official implementation mechanism for the cross-cutting Sustainable Development Goal 12: ensuring sustainable patterns of consumption and production.

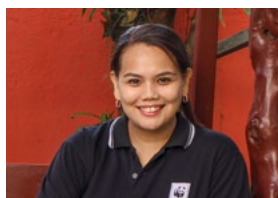
VOICES FROM THE TEAM

The following section features quotes about the FFT initiative from a few of its team members. These quotes provide a unique perspective on the significance of the initiative, the work that was carried out and the challenges that were faced.



“The success factor of SCP – sustainable consumption and production – is the integration of politics, the private sector and the consumer. As well as the use of a common language tailored to individual lifestyles, ensuring that a wide range of people can be actively involved.”

– Angga Prathama Putra, Project Manager, WWF-Indonesia



“The concept of sustainable consumption and production of food is very relevant to a country like the Philippines given its vulnerability to the effects of climate change, its growing population, its promising economic development, and its natural resources. Let us be responsible with our resources, support local products, reject unnecessary plastic, increase our consumption of plant-based foods, and avoid food waste at all costs. Food is a valuable resource, and yet it is also a major contributor to the degradation of nature. It is up to us which way we want to go in the future, but choosing SCP with every bite of food we consume makes all the difference today and in the future.”

— Melody Melo-Rijk, Project Manager, WWF-Philippines



“We are facing the greatest challenge of all time, but climate change can be stopped if we work collectively to change our polluting practices and regenerate the Earth’s arable land. So, in essence, my role is to encourage business and encourage people to rise to the challenge by incorporating sustainable consumption and production principles into their daily lives. If we can all do that, we can heal the planet and ourselves and live in balance and harmony with our natural environment.”

– *Ply Pirom, Project Manager, WWF-Thailand*



“Working on sustainable production and consumption means a combined effort among changing behaviours, beliefs, and practices. It is creating shared knowledge and examples to promote a ripple effect in the food system. It is doing technical efforts and at the same time changing minds and hearts to establish a new way to relate to food. This project is helping us do that. Working with the retail sector to help them reduce their food waste, and at the same time, promoting shoppers to behave better when they put food in their baskets. It is to encourage pragmatic solutions and build capacities enough to transform how things have been done.”

– *Camila Cammaert, Project Manager, WWF-Colombia*



“The way we produce our food is outstripping the planet's capacity, and this issue is exacerbated by the significant amount of food loss and waste, even before reaching the final consumer. That's why we are working in Paraguay with fruit and vegetable producers, the retail sector, government offices, and consumers in general, aiming to enhance production methods and increase consumer awareness. This way, they can make more informed decisions when purchasing food.”

– *Oscar Rodas, Project Manager, WWF-Paraguay*



“I’ve been asked why I chose to work on such a difficult and hard to tackle issue. Trying to shift consumption and production patterns in food and agriculture towards sustainability is indeed not an easy quest. Existing systems, preferences and habits are very difficult to overcome. At the same time, we cannot afford not to do it. We haven’t got the luxury of being able to say we’ll just continue as we have done so far. Business as usual is not an option. Our planet, our health, our resources, and our children need us to make a change, and I’m willing to help those along that are trying to make that change. I’m a person who feels at home in the world, and I love connecting people and ideas. Let’s do this together!”

– *Tanja Ploetz, Programme Lead, WWF-Germany*

ACRONYMS AND DEFINITIONS

Acronyms

10YFP	10-Year Framework of Programmes on Sustainable Consumption and Production patterns
CI-SCP	One Planet Network's Consumer Information Programme for Sustainable Consumption and Production
FFT	WWF Future Food Together initiative
GHG	Greenhouse Gas
IKI	International Climate Initiative
NDC	Nationally Determined Contributions
OPN	United Nations One Planet Network
PGS	Participatory Guarantee System
RSPO	Roundtable on Sustainable Palm Oil
SCP	Sustainable Consumption and Production
SDG	Sustainable Development Goals
SFS	Sustainable Food Systems
SFS MSM	Sustainable Food System Multi-Stakeholder Mechanisms
TCA	True Cost Accounting
UN	United Nations



Definitions

Agro-ecology: “Agro-ecology is a holistic and integrated approach that simultaneously applies ecological and social concepts and principles to the design and management of sustainable agriculture and food systems. It seeks to optimize the interactions between plants, animals, humans and the environment while also addressing the need for socially equitable food systems within which people can exercise choice over what they eat and how and where it is produced”.¹ The core elements of agro-ecology include: diversity, co-creation and sharing of knowledge, synergies, efficiency, recycling, resilience, human and social values, culture and food traditions, responsible governance, circular and solidarity economies.

Food System Governance: “Food governance can be understood as the ‘architecture of food systems’ that allows formal and informal interactions between institutions and people to enable the environment in which food systems perform. These interactions can be vertical when different levels interact (global, regional, national, local, etc) and horizontal, where diverse stakeholders per level are involved. Having different levels and stakeholders involved implies the existence of interests and a strong presence of power and decision-making rules, among others. Governance can also be understood as a social value of sustainability, given that the balance of power, decision-making, and access to information among the different actors is what allows people to govern their food according to their own values and principles”.²

Food Waste: “Food waste refers to food appropriate for human consumption being discarded or left to spoil at the consumer level – regardless of the cause”.³

Food System: “A food system gathers all the elements (environment, people, inputs, processes, infrastructures, institutions, etc.) and activities that relate to the production, processing, distribution, preparation and consumption of food, and the outputs of these activities, including socioeconomic and environmental outcomes”.⁴

1 https://www.oneplanetnetwork.org/sites/default/files/sfs_programme_glossary_towards_a_common_understanding_of_sfs_2020.pdf

2 <https://www.frontiersin.org/articles/10.3389/fsufs.2022.784264/full>

3 https://www.oneplanetnetwork.org/sites/default/files/sfs_programme_glossary_towards_a_common_understanding_of_sfs_2020.pdf

4 https://www.oneplanetnetwork.org/sites/default/files/sfs_programme_glossary_towards_a_common_understanding_of_sfs_2020.pdf
<https://www.globalgoals.org/news/imagine-winning-the-global-goals-at-halftime>

Green Revolution: Starting from the 1960s, new scientific knowledge was utilized for agricultural cultivation methods with the aim to increase yields. Agricultural production rapidly increased due to the “wide-scale adoption of new technologies, tillage implements, commercial chemical fertilizers, agrochemicals, modern irrigation practices and high yielding grain varieties. The introduction of chemical fertilizers was the game changing factor for many farmers, a fast and friendly replacement for livestock manure, especially in the developing world. In many cases, farmers started applying these chemical fertilizers without considering the soil and crop requirements”.⁵

Participatory Guarantee System: “Participatory Guarantee Systems are locally focused quality assurance systems. They certify producers based on active participation of stakeholders and are built on a foundation of trust, social networks and knowledge exchange. PGS, just like third party certification, are verification systems that ensure that producers comply with organic agriculture standards and that their produce is organic. PGS are especially adapted to local markets, small producers and processors, and short supply chains”.⁶

Policy Coherence: “The systematic promotion of mutually reinforcing policy actions across government departments and agencies creating synergies towards achieving the agreed objectives. Policy coherence is needed to balance short-term economic growth objectives and long-term sustainability and resilience goals”.⁷

Rights-Based Approach: A rights-based approach “seeks to analyse inequalities which lie at the heart of development problems and redress discriminatory practices and unjust distributions of power that impede development progress and often result in groups of people being left behind”.⁸

Sustainable Consumption and Production: “The use of services and related products, which respond to basic needs and bring a better quality of life while minimising the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of future generations”.⁹

5 <https://www.sciencedirect.com/science/article/abs/pii/B978044318953100012X>

6 <https://www.ifoam.bio/our-work/how/standards-certification/participatory-guarantee-systems>

7 <https://www.oecd.org/gov/pcsd/pcsd-guidance-note-publication.pdf>

8 <https://unsdg.un.org/2030-agenda/universal-values/human-rights-based-approach>

9 https://www.oneplanetnetwork.org/sites/default/files/sfs_programme_glossary_towards_a_common_understanding_of_sfs_2020.pdf

Sustainable Food Systems: “A sustainable food system ensures food security and nutrition for all in such a way that the economic, social and environmental bases to generate food security and nutrition of future generations are not compromised”.¹⁰

Sustainable Food Systems Multi-Stakeholder Mechanisms: “Sustainable Food Systems Multi-Stakeholder Mechanisms are participatory decision-making mechanisms created to advise, develop or implement policies that promote sustainable food systems”.¹¹

True Cost Accounting: “True cost accounting is a critical tool to better understand the impacts of food systems, address the most harmful practices, and find new, positive pathways forward. By evaluating the impacts – both positive and negative – inherent in different food systems, and making these impacts transparent, decisionmakers on farms and in governments, institutions, and businesses can make better informed decisions that take into account the economic, environmental, and social impacts of their choices”.¹²



10 https://www.oneplanetnetwork.org/sites/default/files/sfs_programme_glossary_towards_a_common_understanding_of_sfs_2020.pdf

11 <https://www.oneplanetnetwork.org/knowledge-centre/resources/towards-common-understanding-sustainable-food-systems-key-approaches>

12 https://issuu.com/futureoffood/docs/ga_tca_booklet_2019_digital



SECTION 1: BACKGROUND AND CONTEXT

THE SIGNIFICANCE OF FOOD SYSTEMS

Today, food production represents approximately one-third of global greenhouse gas (GHG) emissions.

The transition toward a more sustainable food system is the most impactful way to support the health, well-being and prosperity of people and the planet alike.¹³ Today, food production represents approximately one-third of global greenhouse gas (GHG) emissions¹⁴ and is the main source of methane emissions.¹⁵ It also is the leading driver of natural habitat destruction and biodiversity loss, primarily as a result of land-use change.¹⁶ The Right to Food is a human right, yet over 735 million people faced hunger in 2022.¹⁷ At the same time, it has been estimated that one-third of the total food produced on the planet annually is either lost or wasted.¹⁸ A shift to sustainable food systems can create significant advancements to address the most pressing, interrelated challenges faced by humanity: food insecurity, poverty, social inequality, biodiversity loss and the climate emergency. Accelerating this transition is critical to achieving multiple of the United Nations Sustainable Development Goals (SDGs), which form the blueprint of the 2030 Agenda for Sustainable Development.

While the economic, social and environmental co-benefits of transitioning to sustainable food systems are vast, bridging the current ambition, transformation and implementation gap poses a key global challenge. Decision-makers must account for the complex and interconnected nature of food systems, as they must sustain basic needs from both a human health and ecological perspective. In order to drive effective course-corrective action and ignite transformative change, food systems must be addressed in a holistic manner. This involves considering all interrelated elements, activities and associated actors spanning food production, distribution, preparation, consumption and disposal (Figure 1). Adopting a systems-based perspective also calls for an examination of social, environmental, cultural and economic dimensions, which can provide valuable insights to identify trade-offs and effectively bring about change.

13 <https://www.un.org/en/food-systems-summit/news/un-secretary-generals-remarks-food-systems-summit>

14 <https://news.un.org/en/story/2021/03/1086822>

15 <https://www.chathamhouse.org/2022/10/aligning-food-systems-climate-and-biodiversity-targets/introduction>

16 <https://www.unep.org/news-and-stories/press-release/our-global-food-system-primary-driver-biodiversity-loss>

17 <https://www.fao.org/documents/card/en/c/cc3017en>

18 <https://www.wfp.org/stories/5-facts-about-food-waste-and-hunger>

Figure 1: Food system elements

Source: United Nations Environment Programme (2019).



FOOD SYSTEM CHALLENGES

The Homogenization of Global Dietary Patterns

Food systems are shaped by both local and global drivers. However, their context-specific nature emerges from the distinct elements present in each country or region. These characteristics have been influenced by the uneven globalization of markets, which has supported an increase in trade of food and agricultural products around the world. Furthermore, this has enabled the proliferation of the “Western diet” in what has become a process of global dietary convergence.¹⁹ These factors, alongside a marked but unequal increase in income levels, urbanisation, accessible food prices and sociocultural trends, have significantly shaped worldwide eating and consumption habits.²⁰ The homogenization in dietary patterns has come in favour of higher levels of animal protein and ultra-processed food product consumption. Partly due to this, global nutritional intake has substantially deteriorated.²¹ At the same time, this dietary transition has contributed to a more uniform mode of industrial food production – which began with the ► *Green Revolution* – and has become one of the main drivers of ecological degradation. While individual perceptions and preferences can break free from these trends and embrace more responsible consumption habits, governments and the agri-food sector play a critical role to advance the shift toward healthier and more sustainable diets.

The Environmental Impacts of Food Systems

The Earth’s topsoil grows 95% of our total food production, however current land use practices contribute to the erosion and destruction of this resource.²²

While the Green Revolution increased food production and partly addressed food insecurity, it has had a detrimental impact on ecosystems (Figures 2 and 3), while hunger remains a reality for many. The Earth’s topsoil grows 95% of our total food production, however current land use practices contribute to the erosion and destruction of this resource.²² This has been exacerbated by the intensification of synthetic fertilizer and pesticide use, which has had negative impacts on both ecological and human health. Notably, residual chemicals have contaminated groundwater sources as well as caused the eutrophication of downstream waterways affecting biodiversity, fisheries and local communities’ freshwater sources.²³

19 <https://hal.science/hal-02175593/document>

20 <https://www.reuters.com/article/us-food-diet-idUSKBN0LR1R120150223>

21 https://globalnutritionreport.org/documents/753/2021_Global_Nutrition_Report.pdf

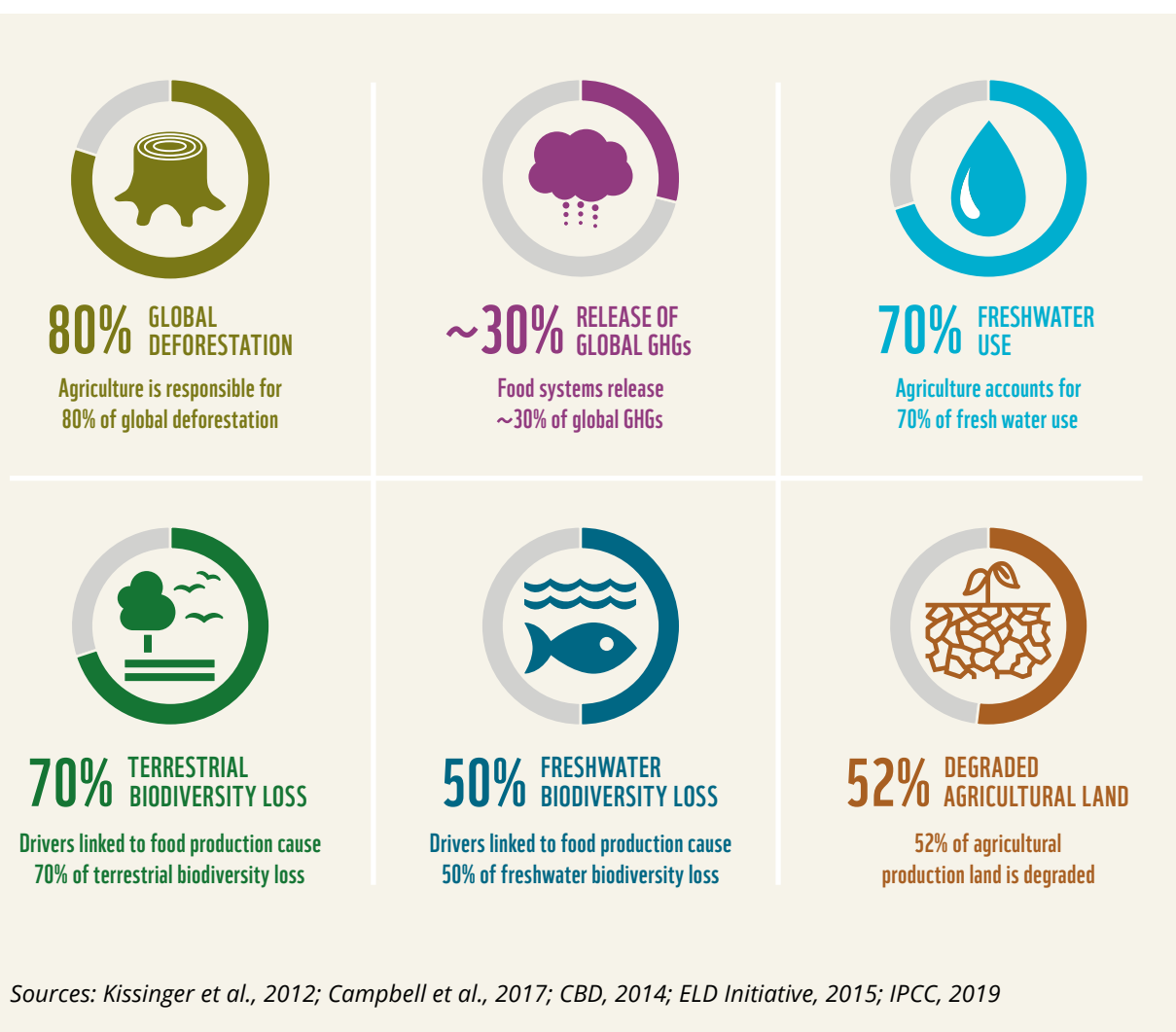
22 <https://www.fao.org/soils-2015/news/news-detail/en/c/277682/>

23 <https://www.fao.org/land-water/news/news-details/fr/c/1032702/>

Social Inequalities Experienced across the Value Chain

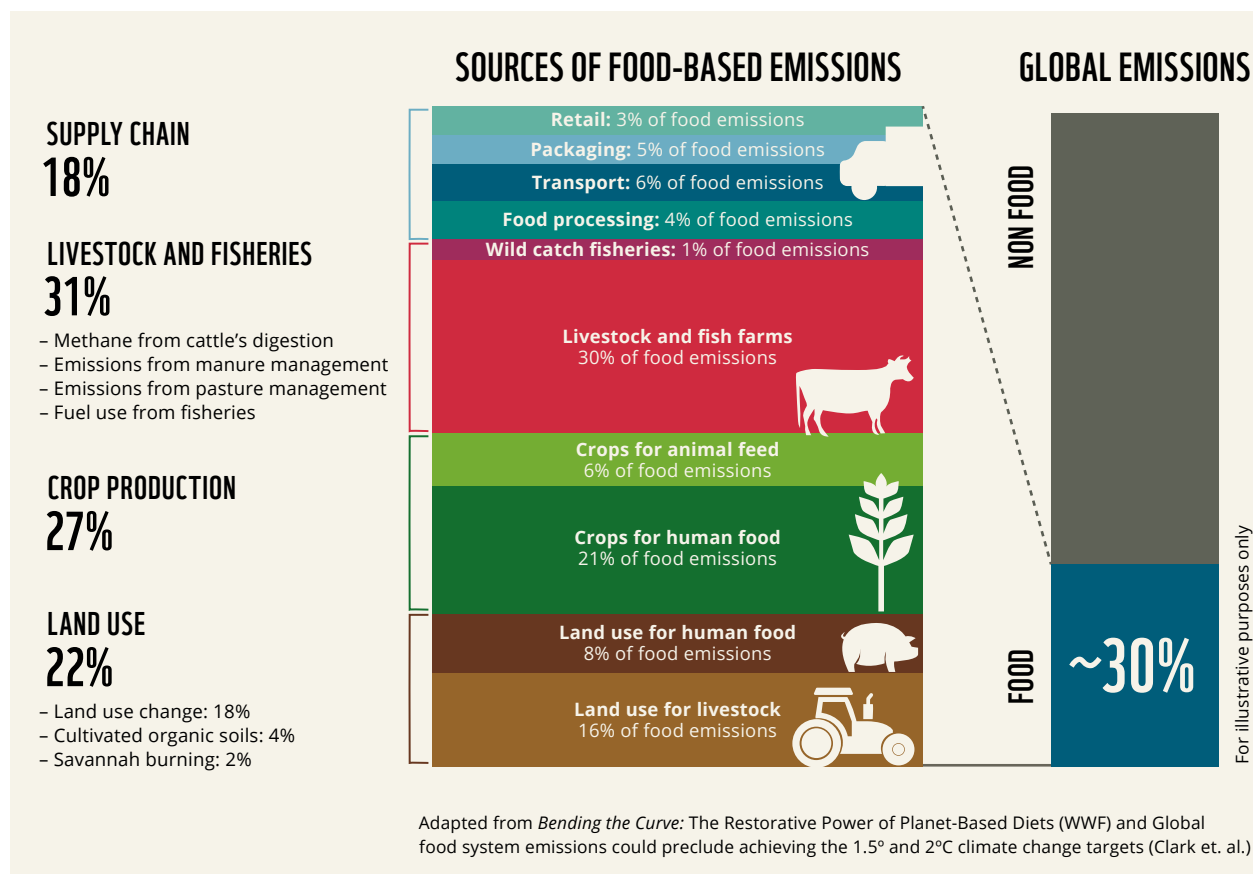
From a socioeconomic perspective, working conditions across food system value chains vary substantially. Exploitative practices are rife, including but not limited to cases of forced labour, debt bondage and human trafficking. Agriculture, forestry and livestock-related work account for 60% of child labour cases worldwide.²⁴ Meanwhile, Indigenous Peoples and local communities have struggled with land encroachment pressures from industrial agriculture, especially plantation and cattle ranch expansions, which have led to cases of dispossession.²⁵ Smallholder farmers often rely on bulk purchases of their agricultural products, which has led to vicious debt cycles as buyers are able to exploit their bargaining power, driving prices below production costs.

Figure 2:
The environmental
impacts of food
production.



24 <https://www.ilo.org/ipec/areas/Agriculture>

25 <https://desapublications.un.org/file/745/download>

Figure 3: Sources of food-based emissions in consideration of production and consumption activities.

FOOD SYSTEM OPPORTUNITIES

Sustainable Food Production

Solutions are urgently needed to reconfigure food production in a way that does not destroy or deplete the natural resource base that it depends on. As a whole, food production is comprised by different types of producers, from smallholder farmers to large-scale agribusinesses, along with various inputs, cultivation and processing practices and technologies. Sustainable farming practices can be applied at various scales to account for the wide range of food producers present within our local and global food systems. Prioritizing the rehabilitation of degraded farmlands and adopting agro-ecological practices is crucial to steer sustainable food production. Alongside, improvements across the entire value chain focused on mitigating, capturing and redistributing the 2.5 billion tonnes of food lost or wasted annually worldwide.²⁶

²⁶ https://wwf.panda.org/discover/our_focus/food_practice/food_loss_and_waste/driven_to_waste_global_food_loss_on_farms/



Sustainable Food Consumption

Furthermore, these points reiterate the importance of both our food purchase choices as well as how food is dealt with after leaving the marketplace. Governments (through policies but also via public procurement), businesses and consumers can shape our food systems by prioritizing sustainable options, such as a plant-based diet with a lower planetary impact. Governments, businesses and consumers alike, working towards a common vision, can influence the uptake of sustainable value chains. Multilateral policy frameworks and global initiatives can also play a vital role encouraging this common vision and guiding the just transformation towards a food system that consumes within planetary boundaries.

Rights-Based Approaches

Sustainable food systems transformation, if founded on a “rights-based approach”, offers the potential to bring about positive impact to the lives of many people. For instance, through improved working conditions, as over half of the world’s population can be traced back to an agricultural household.²⁷ Actions must be taken to address inequalities and promote fair and equitable benefit sharing, particularly to materialize women’s rights, such as fairer land distribution and secure tenure, and access to sustainable finance, among others. A rights-based approach to food systems recognizes access to adequate and nutritious food as a fundamental human right. It also acknowledges that ensuring this right is essential for sustainable economic development, promoting social inclusivity, reducing inequalities, and fostering a healthier society.

²⁷ <https://www.fao.org/newsroom/detail/almost-half-the-world-s-population-lives-in-households-linked-to-agrifood-systems/en>

A Holistic Lens

By accelerating SCP practices, we can end poverty, transform economies for inclusive growth, sustainably manage our natural resources while mitigating climate change impacts, among many other social and environmental co-benefits.

Reconciling the environmental, social and economic dimensions of food is critical, but poses various challenges. However, a growing global consensus recommends the adoption of a food systems approach as exemplified by the UN Committee for World Food Security's recent efforts or the convening of the UN Food Systems Summit in 2021. This system-wide lens ensures taking into account all elements, activities and actors – especially the most vulnerable – involved in food production and consumption. 'Sustainable consumption and production' (SCP) represents one of the most cross-cutting of the United Nations 17 SDGs, and provides an approach that can support the achievement of many other goals. By accelerating SCP practices, we can end poverty, transform economies for inclusive growth, sustainably manage our natural resources while mitigating climate change impacts, among many other social and environmental co-benefits.²⁸ However, in order to accomplish this, efforts must move beyond the focus on sectoral approaches and single disciplines that have marked the last decades. For too long, decision-makers had been focusing separately on agriculture, health, nutrition, trade and other food-related areas, which produced conflicting, incoherent outcomes. Hopefully, mindsets have started to shift advocating the adoption of a systems-wide lens as it presents significant opportunities for the urgent transformation that our food systems need.



28 <https://www.un.org/en/chronicle/article/goal-12-ensuring-sustainable-consumption-and-production-patterns-essential-requirement-sustainable>



SECTION 2: THE FUTURE FOOD TOGETHER STRATEGY

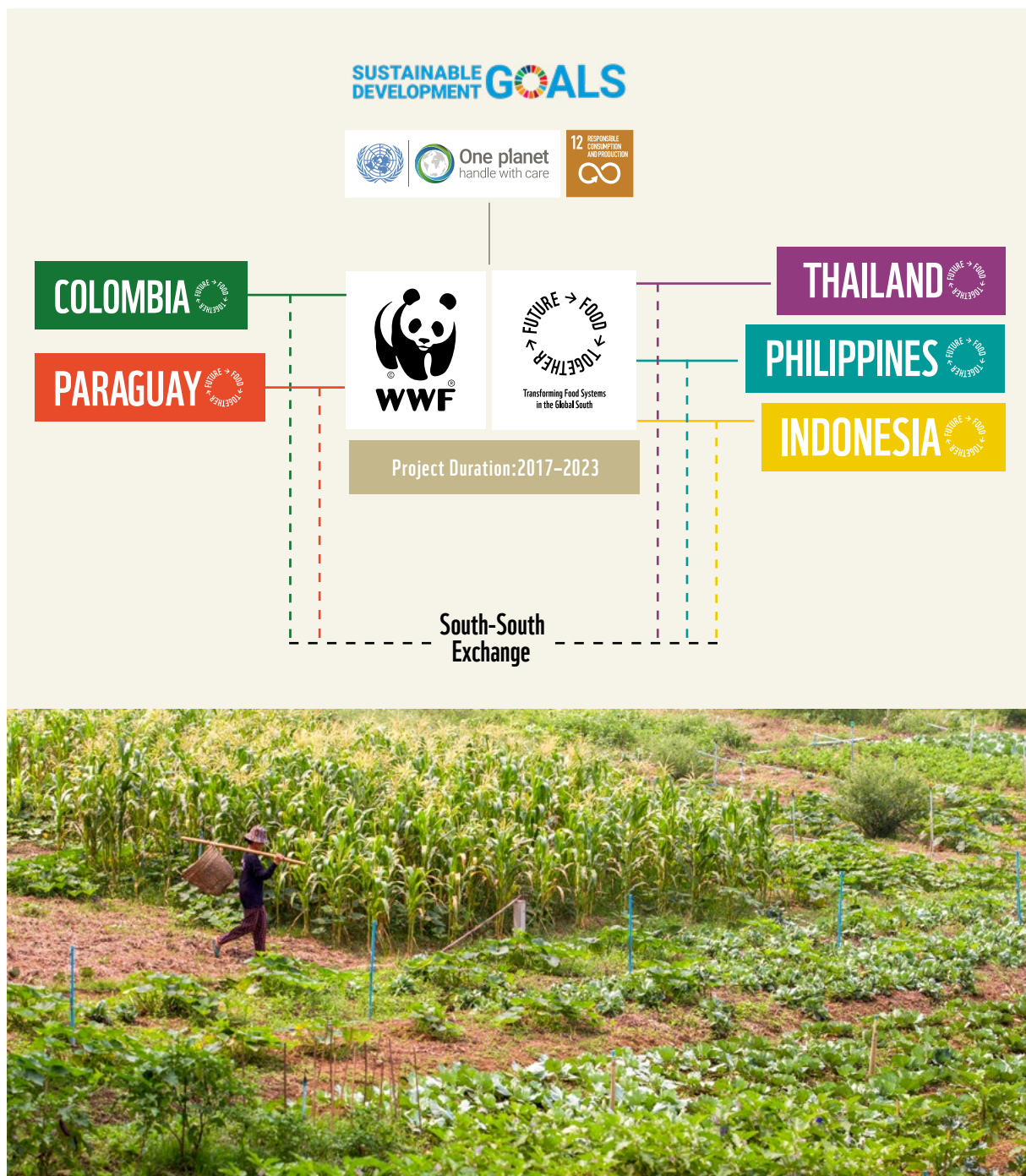
2.1 THE INITIATIVE AT A GLANCE

Future Food Together Initiative

Project Duration: 2017–2023

Overarching Outcome: Supporting the transition to sustainable consumption and production practices in food systems, aiding in the achievement of country mitigation targets and fostering multiple social and environmental co-benefits.

Figure 4:
Comprehensive
overview of the
Future Food Together
initiative





The FFT initiative featured a range of interconnected and complementary interventions:

- Changing consumer behaviour via awareness generating campaigns.
- Engaging with agrifood businesses to integrate sustainability into supply chains, operations and product development.
- Supporting producers in the adoption of agro-ecological principles and regenerative agricultural practices.
- Advocating for inclusive governance mechanisms for policy coherence and coordinated global action.



Global Policy Advocacy –

WWF-Germany and WWF International global policy advocacy action, including through co-lead and advisory roles in the UN One Planet network



South-South Exchange –

WWF-Indonesia, WWF-Philippines, WWF-Thailand, WWF-Colombia and WWF-Paraguay

2.2 OUR STRATEGY: A FOOD SYSTEMS UNDERSTANDING



► About the
FFT Initiative

The ► *FFT initiative* contributed to the transformation of food systems in the Global South. This was accomplished by the implementation of complementary interventions that addressed consumption and production in an interconnected manner, by adopting a systems-based understanding. The involvement of diverse food system actors and constituencies was critical to achieve impact and transformation. This collaborative effort ensured that key activities and elements in our complex food systems were considered and addressed at sub-national, national and global levels.

Context-specific interventions were developed collaboratively in each of the five countries, which focused on a number of levers targeting three main stakeholder groups: government, private sector (including agribusinesses, retailers and smallholder farmers) and consumers. A dynamic South-South exchange connected in-country teams in Asia and South America to stimulate mutual learning and innovation processes. FFT also worked at global and multilateral levels to advance:

- i) a food systems approach,
- ii) inclusive collaboration among food systems actors, and
- iii) a range of measures related to SCP principles and practices.

2.2.1 Context-specific Interventions

Powering locally-derived solutions to account for context-specific needs

Global food system policies need to be tailored to suit local needs in order to ensure effective implementation at sub-national and national levels. FFT focused on developing bottom-up solutions, moving away from commonly used top-down approaches. This ensured appropriate actions were inclusively developed in each country, providing solutions that were both contextually relevant and impactful. Via in-country project teams, FFT engaged with the following food system stakeholder groups, targeting specific levers to enact holistic change (see Figure 5).



Government

The FFT initiative encouraged and collaborated with policymakers to integrate SCP principles into government strategies, action plans and a number of policy instruments related to agri-food systems, in support of the country's GHGs mitigation and SDG targets. Policymakers were provided with technical support to develop coherent and cross-sectoral policies with a sense of urgency to drive progress.



Private Sector

Food Sector and Retail Industries

The FFT initiative collaborated with agribusinesses and retailers to integrate sustainable practices into their operations and supply chains. Advisory support, capacity building, and technical expertise were provided to develop strategies and business models that prioritized sustainability. Emphasis was placed on building demand while increasing the supply of sustainable food options, enhancing consumer sustainability information to trigger better consumption choices.

Producers

To create an environment for real change on the ground in the agri-food sector, initiatives must work up the supply chain all the way to the farm. FFT supported smallholder farmers by building their capacity, collaborating with technical organisations that provided the technical know-how to both integrate agro-ecological principles into production practices and overcome market access barriers. In particular, the Participatory Guarantee System (PGS), a less costly, locally-based certification system was applied as a tool for smallholder farmers. Producers were able to gain an organic status for their products via this alternative certification pathway.



Consumers

Through educational initiatives, behaviour change tools, and large-scale campaigns, FFT aimed to educate, facilitate, and mobilize consumers, increasing awareness of the linkage between consumption choices and environmental impacts.

Educate

By tapping into the latest consumer trends and research, in-country teams provided a comprehensive perspective on sustainability through a range of informative materials, videos, webinars, workshops, cooking events, film screenings, talk shows, interventions at the point-of-sale, and educational materials for schools. These initiatives aimed to educate and engage consumers, offering them a comprehensive understanding of sustainable practices and their benefits.

Facilitate

FFT in-country teams worked on enabling behaviour change by providing guidance tools that supported decision-making in favour of sustainable choices. Through the development of these tools, FFT aimed to motivate individuals to make conscious decisions, moving from intentions to action, that align with sustainable food systems.

Mobilize

In efforts to mobilize widespread change, in-country teams implemented large-scale campaigns that engaged various civil society stakeholders, leveraging their influence as like-minded ‘multipliers’. Each campaign aimed to make consumers think about the value of food and encouraged them to choose with a better understanding taking into consideration how food is produced and what resources are used.

Figure 5:
Engagement overview
of the Future Food
Together initiative



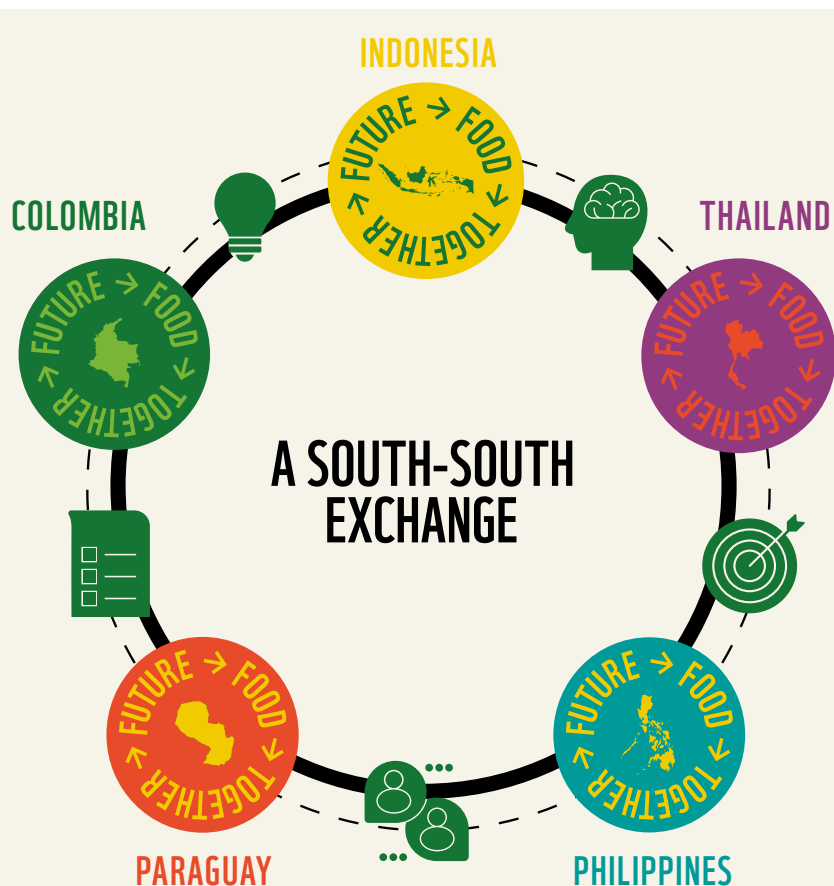
2.2.2 A South-South Exchange

Fueling innovation and progress through dynamic learning exchanges

A regular learning exchange among the in-country project teams was established given the similar socio-economic conditions and challenges in the populous and rapidly developing regions of Asia and South America. This 'South-South Exchange' generated economies of scale, accelerating collaboration between countries and fostering the cross-pollination of innovative processes (see Figure 6). In particular, it led to the following key decisions and developments:

- The establishment of a network connecting WWF project teams under the FFT initiative umbrella.
- The development of thematic working groups among in-country implementers, focusing on:
 - smallholder farmers
 - food loss and waste
 - retailer collaborations

Figure 6:
The South South
learning exchange
at a glance



- The sharing of successful project interventions to encourage local adaptations to potentially relevant solutions. For example, ► PGS was initially implemented in Thailand and later adopted in Paraguay as a solution for local producers facing similar challenges.
- The execution of periodic cross-country workshops to help stimulate innovations among project teams particularly for accelerated learning processes.



2.2.3 Promoting SCP, a Food Systems Approach and Inclusive Collaboration at Global Levels

Collective action and collaboration across diverse actors

FFT, in support of WWF’s global priorities, fostered global engagement and cooperation within multilateral policy processes related to the SDGs and the “Rio Conventions”. FFT particularly engaged in the UN One Planet Network (OPN), a global platform with a Heads of State mandate to implement SCP (SDG12) across a range of thematic areas. Taking up a co-lead role in the OPN’s Sustainable Food Systems Programme, and a multi-stakeholder advisory committee member role in the OPN’s Consumer Information Programme, FFT joined forces with a coalition of the willing for the promotion of SCP practices, a “food systems approach” towards SFS, and more inclusive governance – key ingredients to achieve sustainable food systems and the SDGs.

FFT both participated in and promoted inclusive collaboration mechanisms as they constitute an important tool for integrating multiple thematic issues into coherent policies, and can also facilitate their implementation. FFT focused on bringing together multiple food system actors to align on different policy agendas in order to tackle the multiple, interconnected issues associated with food systems. The participation of a diverse range of stakeholders allowed for a holistic take on proposed transformative actions and better meet the needs of food systems actors as it facilitates identifying opportunities and inevitable trade-offs from the outset – leading to a better informed decision-making process.

Learn more about key global advocacy activities and outcomes in
► Section 4.



SECTION 3: COUNTRY SUMMARIES



3.1 INDONESIA

Local Context

Indonesia, the world's largest archipelago, is home to the biggest tropical peatlands (14.9 million hectares) and mangrove forests (3.31 million hectares) on the planet.²⁹ Additionally, the country hosts the globe's third largest tropical rainforest (94.1 million hectares).³⁰ These ecosystems store enormous amounts of carbon and are crucial to mitigating climate impacts. However, largely due to land, land-use change and forestry emissions, Indonesia is also the fifth largest emitter of GHG emissions.³¹ The rapid expansion of the country's agriculture and food sector, driven by an emerging economy and structural policy reforms, has been accompanied by the significant influence of palm oil, which is the most widely used vegetable oil globally.

As the leading palm oil producer, Indonesia has witnessed vast impacts from this commodity, shaping the nation's agricultural sector. Palm oil's versatility is evident in its widespread use as an ingredient in products ranging from chocolate and detergent to diesel fuel. While the palm oil sector has provided job opportunities and contributed to poverty alleviation, its social and environmental impacts are not to be deflected. Forest conversion and peatland degradation in some of the globe's most biodiverse ecosystems have led to considerable concerns, with estimates indicating that palm oil has accounted for one-third of Indonesia's loss of pristine forests.³² Furthermore, reports of human rights and labour violations, including child and forced labour breaches, have emerged from plantation workers and smallholder farmers. Indonesian Indigenous Peoples and local communities have experienced devastating impacts from the expansion of palm oil and the associated land acquisition process across the country. This has triggered thousands of land conflicts, often resulting in demonstrations and violence.³³

Addressing Indonesia's palm oil-related GHG emissions requires a value chain approach. While government policies have yet to fully address the sector's social and environmental impacts, alternative approaches have emerged to support the transition toward more sustainable palm oil value chains. The Roundtable of Sustainable Palm Oil (RSPO), a voluntary

Indonesian Indigenous Peoples and local communities have experienced devastating impacts from the expansion of palm oil and the associated land acquisition process across the country.

29 <https://www.worldbank.org/en/country/indonesia/overview#1>

30 <https://www.worldbank.org/en/country/indonesia/overview#1>

31 <https://www.wri.org/initiatives/forests-and-landscapes-indonesia>

32 <https://www.wur.nl/en/newsarticle/indonesian-deforestation-and-palm-oil-plantation-expansion-slows-down.htm>

33 <https://www.forestpeoples.org/en/news-article/2021/report-palm-oil-conflicts-indonesia>

INDONESIA

initiative promoting sustainable standards, offers opportunities for businesses to adopt responsible practices. Consumer awareness is also critical in driving responsible purchasing behaviours. Given that 30% of palm oil production is consumed domestically, focusing on local impacts offers a starting point to promote sustainability. However, the knowledge gap among consumers is significant. The FFT team in Indonesia conducted research revealing that only 16% of consumers are aware of sustainable palm oil products. Promoting recognition and demand for sustainability standards, such as RSPO, can lead to the adoption of sustainable practices and foster a more environmentally and socially responsible palm oil industry.

Key Project Activities

- An analysis of Indonesia's Nationally Determined Contributions (NDCs) with recommendations related to mitigation actions for the agri-food sector (especially palm oil concessions).
- An MoU with West Java Province to integrate SCP practices into a provincial setting.
- A partnership with the Indonesia Business Council for Sustainable Development (IBCSD), and adaptation of its 'Green Lifestyles Platform' to focus on encouraging application of SCP practices.
- The development and pilot testing of Sustainable Sourcing Guidelines.
- A collaboration with the supermarket group SuperIndo for sustainable product sourcing and market introduction.
- A communication and campaigning strategy refined in focus group discussions, including the development of an online marketplace for sustainable products (► beliyangbaik.org).

Government

The project provided support to policymakers in advancing Indonesia's climate targets by analyzing Indonesia's NDCs and developing strategies to reduce GHG emissions in the palm oil sector. Mitigation measures recommended for the agricultural sector were further refined through consultations with government entities, the private sector, scientific institutions and civil society organizations. Furthermore, sub-national commitments were established in West Java to advance SCP through the likes of an MoU and joint workplan with the provincial government.

INDONESIA

Businesses

A partnership with the supermarket group SuperIndo was formed to transition their palm oil based home cooking oil brand from conventional to certified RSPO. The Green Lifestyles Platform was refined in partnership with IBCSD as a multi-partnership mechanism to strengthen collaborative actions for SCP in Indonesia. It was nine companies of the Green Lifestyles Platform from a range of sectors including food retailers, hospitality and consumer goods that pioneered on implementing the newly developed

► *Sustainable Sourcing Guidelines.*

Consumers

To promote the concept of sustainable consumption among the Indonesian public, the FFT team launched the consumer campaign, “Beli Yang Baik” (Buy What is Good). This campaign targeted citizens in seven cities: Jakarta, Bogor, Tangerang, Bandung, Cimahi, Surabaya, Sidoarjo, and Malang. A key strategy involved collaborating with civil society organizations, including the Earth Hour community and the Indonesian Organic community, to expand the campaign’s outreach. Media trips were organized to visit plantations in West Kalimantan, with the aim to raise awareness on the detrimental impacts of conventional palm oil production.



► Promotional video,
bitly.ws/TSVj



INDONESIA

A Case Study from Indonesia: SuperIndo launches eco-labeled Cooking Oil 365

A major milestone was accomplished through a collaboration with SuperIndo, one of Indonesia's largest supermarket chains, with the introduction of the eco-labeled *Minyak Goreng 365* (Cooking Oil 365). This certified palm oil based cooking oil, launched in 2021 as SuperIndo's home brand replacement, signifies the potential impact that can be harnessed when engaging the private sector. Minyak Goreng 365 is certified by both national and global standards, including RSPO.

“This certification is a manifestation of our commitment to contribute to reducing environmental impact and compliance with legal requirements. This is a greener choice, both for the environment and [for being] socially responsible.”

– SuperIndo President Director Johan Boeijenga.³⁴

RSPO is a global initiative that aims to make palm oil cultivation more sustainable through a variety of criteria that prevent deforestation, slash-and-burn practices, and human rights violations. The certification requirements include both environmental and social indicators, such as:

- No clearing of forests for new plantations, especially areas of high conservation value.
- Environmentally responsible production.
- Respect for the rights of the local population.
- Respect for workers' rights.

The FFT project team in Indonesia conducted a ► *survey* in 2020, revealing that 82% of consumers were willing to switch to sustainable palm oil products, indicating their awareness of the importance of sustainability. However, the availability of sustainable products in the market remains limited. The collaboration with SuperIndo marks a notable milestone, as it introduced a certified sustainable cooking oil to their supermarkets nationwide, addressing this gap and providing consumers with a sustainable option.

³⁴ <https://en.infosawit.com/news/8917/supermarket-chain-superindo-launches-environmentally-friendly-cooking-oil>



3.2 PHILIPPINES

Local Context

The Philippines, with a population of over 109 million, features an emerging market reliant on a service-based economy. The Philippine food service sector was worth USD 14.9 billion in 2019, with dining out forming an important part of Filipino family social interactions and celebrations.³⁵ Restaurant and hotel spendings are the second highest in terms of consumption expenditures and growth, indicating a growing culture of out-of-home consumption. Due to economic growth and increased incomes, Filipinos are now more willing to spend on higher-value goods and services, such as better quality meals, ready-to-eat food delivery services and new restaurant trends. Meat consumption growth in the Philippines is one of the highest in the world, while vegetable intake is the lowest in Asia.³⁶

In Metro Manila alone, over 800,000 tonnes of food waste are thrown away annually.

In the Philippines, a significant amount of food waste is discarded each year. In Metro Manila alone, over 800,000 tonnes of food waste are thrown away annually.³⁷ Reducing food waste not only minimizes waste but also enhances the efficiency of the food system by optimising resource utilization and energy consumption throughout the production, processing and transportation processes.

To address this issue, the FFT project team in the Philippines initiated ‘The Sustainable Diner’ campaign, which focused on reducing food waste and promoting SCP practices in the domestic food service sector. The project aimed to engage key government partners, food service businesses, and consumers in adopting sustainable dining practices and making the food service industry in the Philippines more environmentally friendly.



35 https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20Service%20-%20Hotel%20Restaurant%20Institutional_Manila_Philippines_09-30-2020

36 <https://business.inquirer.net/211357/ph-among-worlds-fastest-growing-meat-consumers-say-experts>

37 <https://climate.gov.ph/news/367>

PHILIPPINES

Key Project Activities

- An MoU formed with the Department of Tourism, covering sustainability training in the food service industry.
- Policy advancements across various bills, policies and guidelines. Refining the national eco-labeling program – Green Choice Philippines and making it applicable to food service establishments.
- Twenty-four partner restaurants across three Filipino cities.
- Two industry platform partnerships: with the Hotel and Restaurant Association and the Cebu Chamber of Commerce and Industry.
- Three tools produced to assist in thought leadership, sector strategy development and education actions surrounding food systems.

Government

FFT in the Philippines promoted and advised on various bills, policies and guidelines, including the Food Surplus Reduction Bill, the National Sustainable Consumption and Production Framework, and the National Food Waste Guidelines. Additionally, an MoU was established with the Department of Tourism for sustainability training in the food service industry. The project also achieved results in agenda-setting through its thought leadership and education actions (outlined in below sections). Moreover, the FFT team engaged with local governments in key tourist destinations, helped develop sector strategies and provided advisory support for the implementation of these measures.

Private Sector

Partnerships were established with two industry platforms to serve as multipliers and raise awareness in achieving SCP. These included the Hotel and Restaurant Association (HRAP) and the Cebu Chamber of Commerce and Industry (CCCI). Another intervention included revisiting the Philippines' "National Eco-labelling Program – Green Choice Philippines" to integrate new criteria for food service establishments.

These included tracking continuous improvements across four categories:

- 1) Food and Health Safety;
- 2) Nutrition;
- 3) Environmental Management; and
- 4) Resource Efficiency.

PHILIPPINES

The project team also utilized the ► *WWF Hotel Kitchen Toolkit* with food service establishments to combat food waste, yielding a 10% decrease in four months, with a 95% employee engagement rate. Collaborations were formed with 24 partner restaurants. Further efforts also included developing cost-benefit analyses and life-cycle assessments to demonstrate the business case of implementing SCP practices.

Consumers

A key highlight to engage the dining public was the development of ‘The Sustainable Diner’ campaign and communication strategy. Additional activities included organizing online webinars and events with star chefs and influencers. ► *SoilMate*, an interactive game, was developed to demonstrate in a playful manner the responsibilities that each consumer has in their consumption choices. Furthermore, a teaching manual was developed in partnership with the Department of Education Schools Division in Filipino cities. This manual equips primary and secondary teachers with sustainability teaching concepts.

A Case Study from the Philippines: Introducing The Sustainable Diner

‘If we gradually change how we think about food, our actions can pave the way marking a transformative shift in food systems – one that aligns with ecological processes while respecting human rights’

‘If we gradually change how we think about food, our actions can pave the way marking a transformative shift in food systems – one that aligns with ecological processes while respecting human rights’. The Sustainable Diner was launched by the FFT project team to contribute to a more eco-friendly Philippines by focusing on dining choices. A call-to-action was extended to all individuals in the Philippines, encouraging them to make sustainable choices, starting first with their dining habits. By becoming #TheSustainableDiner within their social circles, individuals were invited to actively contribute and act as multipliers.

The project produced a number of studies and resources, such as a food waste management case study, a feasibility study on a food donation programme, a cost-benefit analysis on sustainable business approaches, a food service lifecycle assessment, eco-labelling criteria for the food service sector, and environmental ► *teaching manuals* for primary and secondary school teachers.

PHILIPPINES

‘The Sustainable Diner’ generated the following impact:

- 1,900,000+ people reached on social media
- 3,400+ people reached through event engagements
- 300+ attendees in 10 food waste in restaurant/partner trainings
- 142 attendees trained in 6 serve our planet trainings
- 24 partner restaurants
- 22 speaking engagements





Thailand's current food production and consumption patterns pose significant threats to the country's food security, ecosystems and efforts to mitigate climate change.

3.3 THAILAND

Local Context

Thailand, a country with a population of over 71 million, is a global food production hub supplying a diverse range of agricultural products worldwide. In the past, the country's historic export-driven industrialisation led to high economic growth. This accounted for a remarkable reduction in poverty rates from 58% in 1990 to 6.8% in 2020.³⁸ However, recent years have seen a stagnation and subsequent increase in poverty levels due to a slowing economy, an ageing population and the COVID-19 crisis.³⁹ The majority of Thailand's poor are situated in agricultural households in rural areas.⁴⁰

Thailand's current food production and consumption patterns pose significant threats to the country's food security, ecosystems and efforts to mitigate climate change. The rise of Thailand's agricultural sector has led to social and environmental impacts. Traditional farming practices have been replaced by agrochemical intensive monoculture systems that prioritize cash crops. This shift has resulted in the extensive conversion of forests into agricultural concessions, leading to significant landscape and ecosystem impacts, such as agrochemical pollution, erosion and soil degradation. In northern Thailand, this has been driven particularly by the cultivation of maize for animal feed. Maize farmers rely on bulk purchases of their stock, and buyers often exploit their bargaining power to drive prices below production costs, resulting in vicious debt cycles for farmers.

Cross-cutting measures are crucial to support vulnerable rural farmers, particularly in the face of a changing climate and volatile markets. Changing eating habits, such as reducing animal protein consumption, can help relieve land use pressure. However, transitioning to sustainable agricultural systems poses challenges, particularly from a farmer's perspective. The risks and costs associated with this shift can be overwhelming as the uncertainty is derived from both a new system of growing and selling. Moreover, the social, economic and environmental benefits of sustainable agriculture may not be immediately apparent.

38 <https://www.worldbank.org/en/country/thailand/overview>

39 <https://www.worldbank.org/en/news/press-release/2022/10/21/rural-thailand-faces-the-largest-poverty-challenges-with-high-income-inequality>

40 <https://www.worldbank.org/en/country/thailand/publication/thailand-rural-income-diagnostic-challenges-and-opportunities-for-rural-farmers>

THAILAND

Key Project Activities

- The establishment of a Forest Landscape Restoration Fund to support sustainable food systems at the smallholder farmer production level in two provinces.
- A collaboration on sustainable supply chains with Central Group, one of the largest retail conglomerates in the region.
- Over 40 workshops, engaging more than 200 participants to build an organic food network by supporting farmers markets.
- A traceability platform to increase transparency and consumer information, establishing a closer connection between consumers and producers.

Government

FFT pursued strong partnerships with relevant government departments, advocating for a stronger presence of sustainable practices within government policies related to the agri-food sector. This included a policy briefing platform and recommendations to the country's NDCs, Climate Change Master Plan, and National Adaptation Plan. The Thai Royal Forest Department was closely engaged in model site activities in two northern provinces, which led to their full support of the project on the ground.

Private Sector

Since the project started in 2017, FFT has established a partnership with Central Group in Thailand. The Central Group is one of the largest retail conglomerates in the region. This collaboration has supported new marketing opportunities for organically grown products from rural farms in Thailand, and it has thus increased income security for farmers. The partnership has brought multiple benefits, including the promotion of sustainable supply chains, increased consumer awareness through information and communication tools, support of landscape restoration through a traceability platform as well as endorsing farmers markets in Thailand.

Consumers

Insights gained via a consumer survey at the beginning of the project supported the development of a tailored communication campaign strategy (*#EatBetter*), including through digital platforms and social presence but also focusing on a range of face-to-face activities such as workshops, farm trips and farm-to-table dining events for mobilizing and training multipliers. The emphasis on farmers markets aimed to promote sustainable consumption patterns among urban consumers and establish shorter supply chains with direct linkages between consumers and producers.

THAILAND



A Case Study from Thailand: The Forest Landscape Restoration Fund (FLR349)

FLR349 supports smallholder farmers to restore degraded watershed landscapes by providing an economically viable value chain that also reduces social inequalities experienced among farmers. Launched in 2018 in northern Thailand's Chiang Mai and Nan provinces, it is based on the King's Philosophy of 'Three Forests, Four Benefits'. The fund was jointly developed in partnership with civil society organizations and the private sector, including Thailand Organic Agriculture Innovation Foundation, the Foundation for Environment, Central Group, local administrative organizations and the Royal Forest Department. The end goal is focused on establishing SCP and resolving environmental issues resulting from monoculture agriculture.

In order to join the fund, smallholder farmers are required to convert their monoculture-based agricultural plots and discontinue any use of chemical fertilizers. Instead, they adopt the 'Three Forests, Four Benefits' agricultural system, which is based on agro-ecological principles including agroforestry and polyculture farming. This system aims to restore the environment

THAILAND

particularly by safeguarding topsoil. FLR349 offers funding for up to six years building up farmer self-resilience and the ecological restoration process. The fund has consolidated and supported local and regional food businesses through PGS and a traceability monitoring system.

“The plan is to incentivize farmers to switch from agrochemical monoculture farming to mixed crop farming. This will ensure that farmers not only have enough income, food, fuel and shelter but it will also reduce forest clearing that was required to make way for cash crops. Agro-ecology enables crop diversity, healthy soils, [and a] restored forest which leads to healthier lives. It is key to work with nature.”

– *Ply Pirom, FFT Thailand Project Manager.*

Figure 7:
Forest landscape restoration (FLR) approach ‘Three Forests, Four Benefits’ of WWF-Thailand

By 2030, FLR349 strives to replicate and expand its successful model nationwide, with a target of raising USD 47 million. By implementing the ‘Three Forests, Four Benefits’ agricultural system, the project effectively promotes local food security, improves livelihoods and preserves biodiversity in the region.

THREE FORESTS, FOUR BENEFITS MODEL

FOREST FOR SHELTER

Hardwood trees to build houses and furniture, and can be maintained as future assets

FOREST FOR FOOD

Edible plants for fruit consumption and medical benefits

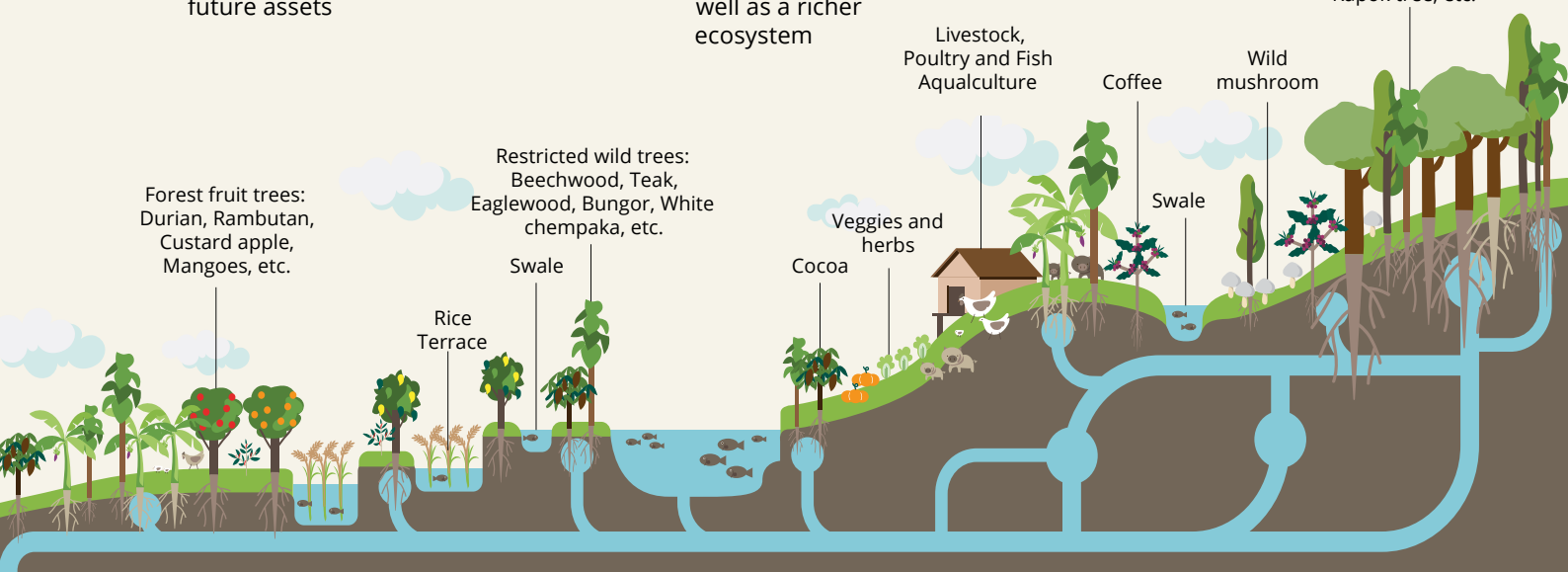
FOREST FOR SHADE

Other benefits on top of these are environmental improvements as well as a richer ecosystem

FOREST FOR FUEL

Fast grown trees to be used for firewood and handicrafts

Unrestricted wildwoods:
Burma paduak, Maca, Cassodtree, Java plum, Kapok tree, etc.





3.4 COLOMBIA

Local Context

Colombia, with a population of 48 million people, has successfully positioned itself as a middle-income country with relative stability through its macroeconomic policies. However, the nation still grapples with high levels of poverty, income inequality and informal labour rights compared to other countries in South America. Despite being recognized as one of the world's food bowls, with 44% of its land suitable for agriculture, Colombia faces significant challenges in preserving its rich biodiversity, which is considered to be ranked among the top twelve countries in the world. Colombia has 85 major types of ecosystems identified; however nearly half of the country's ecosystems are threatened, primarily due to increasing deforestation from land-use encroachment.

Despite the potential to meet domestic demands for food production, Colombia faces challenges with hunger, with an estimated 15.5 million Colombians experiencing food insecurity.⁴¹ The country's food production system features a combination of smallholder farming and large-scale agribusinesses, with the latter gaining prominence in recent years.

Colombia requires a rebalancing of priorities at the national level to ensure that it can meet domestic food demand while also being the fourth largest exporter of key agricultural products such as bananas, coffee, flowers and palm oil.

Food loss and waste are significant issues in Colombia, with approximately 34% of food lost or discarded before consumption. Shifting consumption patterns towards ultra-processed and less diverse foods contribute to higher environmental footprints. While the potential for a healthy, localized, low-carbon and diverse diet exists, it is not fully realized. A study conducted by the FFT project team in Colombia revealed that unsustainable food choices were often based on preferences such as serving abundant plates, prioritising food aesthetics in shopping choices, consuming low quantities of fruits and vegetables, as well as beliefs that agrochemicals were the only way that food systems can damage the environment.

Shifting consumption patterns towards ultra-processed and less diverse foods contribute to higher environmental footprints.

41 <https://www.wfp.org/publications/2023-food-security-assessment-colombian-population-executive-summary>

COLOMBIA

Key Project Activities

- A government agreement with the Mayor's Office in Bogotá to tackle waste reduction in the city's food service sector.
- Development of policy recommendations to aid in shaping the nation's food sector policies for the newly established Colombian government.
- Three agribusiness collaborations featuring some of Colombia and South America's largest producers.
- Based on the Indonesian prototype: development of sustainable sourcing guidelines for five commodities.
- A research paper assessing Colombian's behaviours and beliefs surrounding their relationships with food and nature, and based on it a consumer campaign on the value of food that generated a reach of over 20 million people.

Government

Policy advancements in Colombia were executed on the basis of providing recommendations by participating in multistakeholder alliances and agreements such as the Accountability Framework Initiative and the Tropical Forest Alliance. Support was provided to the newly formed Colombian government to assist in shaping the country's SCP policies. The FFT project team provided input for national plans in the scope of GHG reductions associated with food and land use. An agreement was formed with the Mayor's Office in Bogotá to create the first pilot programme for waste reduction in the food service sector.

Businesses

In Colombia, the main scope of work that involved the private sector focused on sustainable sourcing and supply chain mapping activities. Partnerships were formed with prominent agribusinesses, including Alquería, the Éxito Group, and Nutresa, resulting in significant corporate commitments and advancements in sustainable and deforestation-free supply chains. The collaboration with Alquería, one of Colombia's top producers of dairy products, covered initiatives related to establishing a new Sustainable Dairy Landscape. A zero-deforestation commitment for beef and palm oil products was the result of the partnership with Colombia's largest retailer, Éxito Group, that is currently also working on a mechanism for conservation agreements for their cattle suppliers. A reduction in deforestation formed the major point of collaboration with Nutresa, South America's fourth largest food company. FFT also developed sustainable sourcing guidelines to support the private sector transition toward more responsible practices covering five commodities: palm oil,

COLOMBIA

livestock, milk, cocoa and fisheries. Supported by the UK-based NGO WRAP, pilot models aimed at reducing food loss and waste for fresh produce were developed for Éxito supermarkets, both addressing Éxito's internal value chain as well as consumers.

Consumers

Consumer research in Colombia focused on household food waste to better understand local attitudes and habits surrounding sustainable consumption. This data informed the development of a consumer campaign, 'The Value of Food', to address key issues pertaining to food waste and resource conservation. Working with influencers and through social media activities, practical actions were shared focused on exploring Colombia's relationship with food and food waste, from shopping to storing, making meals, and handling leftovers.



COLOMBIA

A Case Study from Colombia: A Fresh Lens on The Value of Food

The Colombian FFT team launched a powerful campaign that reframed perspectives on food waste, urging the population to consider the environmental cost of wasteful habits. With the message *“Food costs the Earth a lot. Don’t waste it”* the campaign aimed to raise awareness by debunking misconceptions and prompting meaningful discussions. Comparing a banana to a luxury watch, or a cup of rice to the latest fashionable trainers or thinking that food is so valuable that perhaps it should be transported in an armoured truck, were some of the apparent absurdities that nudged Colombians to think about food waste throughout the campaign.

The campaign began with extensive research conducted in eight Colombian cities, revealing that while people acknowledged that wasting food was undesirable, they still engaged in this practice on a daily basis. Surprisingly, the research also highlighted that individuals were largely unaware of the ecological consequences of food waste. ‘The Value of Food’ communication strategy deliberately avoided the common narratives of tonnes of wasted food and the plight of those facing hunger, and instead focused on illustrating the high cost the planet pays for food that is produced and then wasted.

A combination of content creators, street ads, and media were engaged in outreach, resulting in an estimated reach of 20 million people – almost half of Colombia’s population.

A combination of content creators, street ads, and media were engaged in outreach, resulting in an estimated reach of 20 million people – almost half of Colombia’s population. The research findings garnered significant interest from local, national and international media, with over 100 articles published across various platforms. Living #WasteFree (#SinDesperdicio) appeared to be a straightforward call-to-action, but the research revealed that 21% of respondents were unaware of how to avoid food waste, while others believed it was an impossible feat. In response, the Colombian FFT project team created a comprehensive ► *website* offering guidance on reducing food waste, e.g. how to repurpose leftover rice, properly store produce or find creative recipes for leftover ingredients.





Food production is increasingly affected by climate fluctuations in temperature and rainfall reducing the predictability and quality of harvests

3.5 PARAGUAY

Local Context

With a population of almost 7 million people and abundant natural resources, Paraguay has experienced one of the highest economic growth rates in South America over the past decade. The agricultural sector plays a pivotal role in the country's economy, characterized by both large-scale producers and smallholder farmers. Large-scale producers occupy agricultural plots of over 500 hectares and are mainly cultivating soybeans and livestock for export. Smallholder farmers make up 96% of the total farms managing plots under 50 hectares, cultivating crops such as sesame, cassava, sugarcane and corn for the domestic market.⁴² These farmers serve as the cultural and productive core of rural Paraguay, meeting food security needs for their surrounding communities.

Food production is increasingly affected by climate fluctuations in temperature and rainfall reducing the predictability and quality of harvests. Smallholder farmers face obstacles in accessing markets for their sustainable products which is further compounded by consumer unawareness of sustainability issues. There are challenges associated with minimising the use of agrochemical fertilizers in food production, which is particularly used for pest management purposes. The FFT project team conducted a study that demonstrated how the use of fewer chemical products in combination with better agricultural practices, such as cover crops and applying organic content, are able to reduce the environmental impacts of smallholder farmers.

The FFT project in Paraguay aimed to promote a more holistic approach to solving the interrelated issues of climate change, biodiversity loss and rural development by focusing on sustainable value chains and supporting the enactment of policies aligned with the SDGs and a 1.5°C world.



42 <https://www.fao.org/3/cc2341es/cc2341es.pdf>

PARAGUAY

Key Project Activities

- Three partnerships with Paraguayan organizations to work together on advancing agro-ecological production.
- A partnership with the Paraguayan Supermarket Los Jardines resulted in the addition of ‘Sustainable Shelves’.
- Twenty-seven producers received an organic certification via PGS.
- Introduction of the first national organic label for food, with the first product certified (organic beans).
- Contributions put forth to define the sustainability criteria for the national public procurement platform.



PARAGUAY

Government

The project implemented a national communication campaign with the Ministry of Consumer and User Defense (SEDECO) to promote SCP in agri-food products. Support was provided to SEDECO in the restructure of the national inter-institutional thematic roundtable on SCP. The project conducted a campaign targeting government representatives, including mayors and municipal board members, to promote the organic production sector. Scientific evidence on the carbon footprint of agricultural crops was produced in collaboration with the Ministry of Agriculture and Livestock for the inclusion in national climate change reports. Technical assistance was offered to the Ministry of Environment and Sustainable Development and SEDECO, resulting in the development of national indicators for SDGs 12, 13 and 15 for the first time.

Private Sector

The Paraguayan chapter of FFT consolidated efforts to support smallholder farmers with agro-ecological and organic farming practices. This was implemented in partnership with the Paraguayan organizations Eco Agro and the Asociación Paraguay Orgánico (APRO), as well as direct linkages with farming cooperatives and groups. Short, local supply chains were strengthened, connecting peri-urban smallholder farmers with nearby city markets. This enabled direct and transparent relationships with consumers and producers, emphasizing both product value as well as SCP principles.

Consumers

Communication tools and campaigns were utilized to raise awareness among consumers in the main cities of Paraguay. The FFT project team developed PLANETA-T, a line of four tea blends, directly connected to a campaign that engaged 60 influencers to generate engagement through their audiences. Each tea bag design adopted a stance on a different issue, e.g. the blue blend addressed plastic waste, the orange blend addressed consumption of local fruits and vegetables, the yellow blend raised awareness on sustainable meat consumption, while the green blend addressed packaging and recycling. The campaign received coverage from two television channels and multiple radio and press outlets. Interactive actions, such as distributing PLANETA-T tea boxes and conducting educational online trivia surveys, were carried out in five partner supermarkets: Casa Rica, Los Jardines, Real, Casa Grütter, and Salemma.

PARAGUAY



► Promotional video,
youtu.be/C1Mfz9e5U4M

By utilising food systems and multi-stakeholder collaborations as a central strategy to drive change, the connection between sustainable production and consumption was established, leading to a transformation of entire value chains.

A Case Study from Paraguay: Sustainable Shelves at Los Jardines Supermarkets

The FFT project team in Paraguay orchestrated multiple complementary interventions that led to the launch of ‘Sustainable Shelves’ in the Los Jardines Supermarkets. The process of achieving this represents a true food systems strategy, tackling the entire value chain spanning production through to consumption. The ‘Brillemos Juntos’ (Let’s Shine Together) communication was developed to expand sustainable product offerings while simultaneously targeting an increase in consumer demand. At the end of this communication sprint, eight new products were placed on the sustainable shelves, along with a cash incentive to enable continuous expansion of these small-scale businesses. In total, over 60 new sustainable products were listed and identified during the communication sprint.

Consolidated efforts were established to further promote the PGS organic label, which helped APRO to pilot ways to commercialize a range of organic fresh food and vegetables in store. This initial support led to the launch of APRO’s own physical stores which opened their doors in 2021. During this process, over 27 producers were certified under the PGS with support provided by the non-profit Paraguay Organico. These smallholder farmers were located in three districts and were provided training on PGS as well as marketing consultation. Additional workshops were held including one focused on the preservation of regional medicinal plants. Producer families in Paraguay place a high value on seeds and their preservation, necessitating effective postharvest management, storage, and conservation techniques. By utilising food systems and multi-stakeholder collaborations as a central strategy to drive change, the connection between sustainable production and consumption was established, leading to a transformation of entire value chains.





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**Transforming Food Systems
in the Global South**



SECTION 4: GLOBAL POLICY ADVOCACY SUMMARY



4.1 OVERVIEW

Food systems involve complex networks and interactions that transcend national boundaries. Inclusive governance institutions at all levels are vital to acknowledge interconnected issues, coordinate initiatives with diverse food system actors and facilitate large-scale transformative actions. The inclusive collaboration that is required to implement a food systems approach can better yield positive, coherent results across multiple outcomes, from the human right to food, environmental sustainability and social equity.⁴³

This is why, in addition to country-level projects, FFT's strategy also focused on global and multilateral levels to advance SCP practices in the context of food systems. This was actioned via two pathways – firstly, advocating for integrated sustainability measures that address the entire food system instead of its single parts, and secondly, by promoting inclusive food governance mechanisms. FFT played an active role in multilateral and global policy processes across various interconnected areas related to food, such as climate, biodiversity, human rights, poverty reduction and trade.

FFT has actively participated in the UN One Planet Network (OPN) and its' thematic programmes, providing support to WWF's co-lead role in the OPN Sustainable Food Systems (SFS) Programme as well as the Multi-stakeholder Advisory Committee (MAC) member role in the OPN Consumer Information Programme (CI-SCP). In the co-lead role of the SFS Programme, FFT has coordinated the implementation of the Programme which included facilitating strategic direction, contributing to resource mobilization as well as awareness raising activities, engaging policymakers and other stakeholders, and monitoring Programme objectives. While as a MAC member for the CI-SCP, FFT has provided technical and strategic advice, and contributed to the development of Programme's tools, resources and outreach activities.




The CI-SCP Programme engages and assists consumers in sustainable consumption. This Programme is working towards “companies providing credible sustainability information on at least 50% of their products and services at the point of sale.” It includes four working groups that cover:

- 1) Providing Product Sustainability Information
- 2) Ecolabels
- 3) Product Lifetime Extensions and
- 4) Biodiversity Communication.

⁴³ <https://www.frontiersin.org/articles/10.3389/fsufs.2021.661552/full>

Additional efforts have included contributing to policy advocacy activities at multilateral level by providing support to WWF's Global Food Practice, involved in all Rio Conventions, the UN General Assembly annual session or the High-Level Political Forum on Sustainable Development, among others. Such support has included the launch of a Global Action Platform on Sustainable Consumption and Diets. The aim of the Platform is to engage other organisations and entities working in the field, and to advocate for the inclusion of sustainable consumption and diets in multilateral agendas and policy processes.

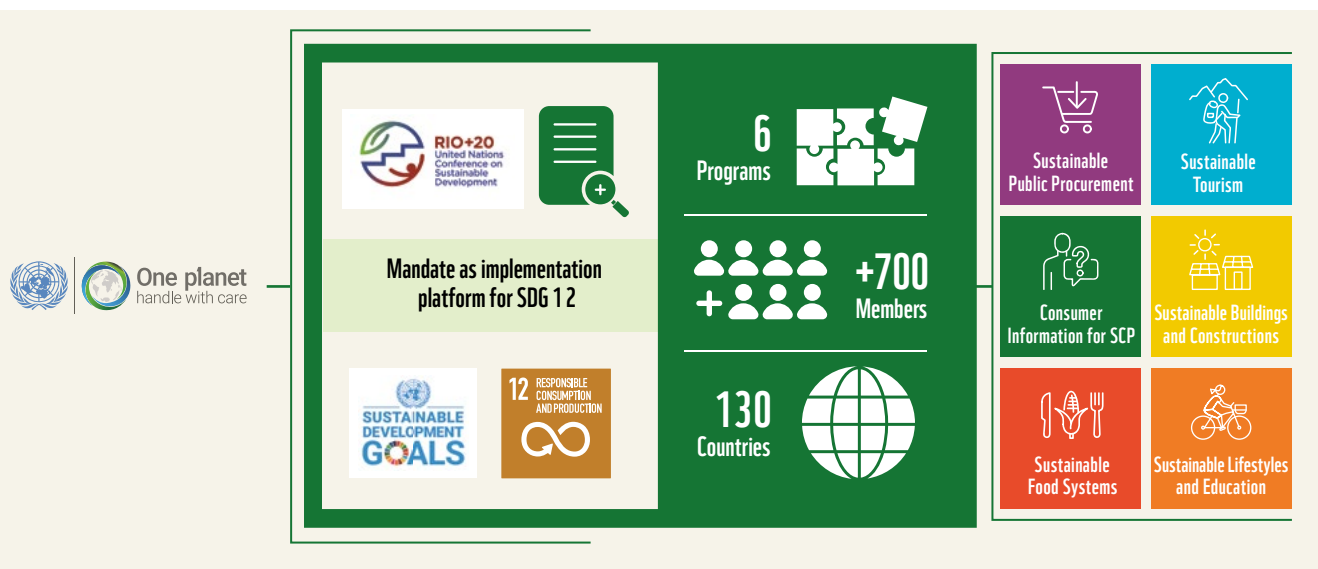


The Global Action Platform draws together a variety of stakeholders, representing various organisations and civil society with the goal of becoming a network hub. The Platform connects the community of practice surrounding SCP and broadcasts international events related to this scope of work, further amplifying public reach to support the sustainable food systems movement.

4.2 UN ONE PLANET NETWORK

Figure 8:
The UN One Planet network: A global framework agreed by 193 countries for the implementation of SCP.

The UN OPN is the implementation platform for the 10-Year Framework of Programmes on Sustainable Consumption and Production patterns (10YFP), a global framework agreed by the 193 member states of the United Nations in 2012 to achieve SDG 12: ensuring sustainable patterns of consumption and production. The OPN consists of governments, businesses, civil society organizations, academia, and international organizations. By implementing the 10YFP, the OPN brings together diverse stakeholders to work collaboratively toward achieving SCP practices.





Sustainable Food Systems Programme

The UN OPN SFS Programme is a multi-stakeholder partnership with the aim to accelerate the transformation toward sustainable food systems as a key strategy to achieve the SDGs. The SFS Programme has four main objectives, which are:

- 1) Raising awareness of the need to shift to SFS,
- 2) Building the enabling conditions for the uptake of sustainable practices across food systems,
- 3) Increasing access to practical information and tools to make food systems more sustainable, and
- 4) Building synergies and cooperation to facilitate the shift to SFS.

In order to achieve these goals, the SFS Programme and its partners' focused their collaboration on a set of priorities:

- developing a range of implementation initiatives or pilot projects to demonstrate transformation pathways towards SFS;
- producing tools and knowledge resources as guidance for decision-makers to adopt a systems approach in their actions towards sustainable food systems, and
- joint advocacy efforts to promote and support more coherent and holistic policies for addressing complex food systems challenges.

Key Activities and Outcomes

A sample of the SFS Programme's key contributions and achievements so far include the following:

The SFS Programme hosted four global conferences in South Africa (2017), Costa Rica (2019), Thailand (virtual – 2020), and Vietnam (2023). These conferences generated momentum leading to the convening of the UN Secretary General's Food Systems Summit (UNFSS) in 2021, where the SFS Programme and WWF played an active role in the preparatory process. The third global conference hosted the first 'Global Dialogue of the UN Food Systems Summit', and produced recommendations for actionable measures to accelerate the transition to SFS. WWF was nominated to chair Action Track 3: Boost nature-positive production at scale and contribute to Action Track 2: Shift to sustainable consumption patterns.



The 4th Global Conference of the SFS Programme in 2023 reached three overall conference conclusions and over 60 thematic key messages:

01

The importance of food systems transformation for coping with multiple challenges: sustainable, resilient, healthy and inclusive food systems are urgently needed and are a precondition to addressing the interrelated crises of food insecurity, malnutrition, health, climate change, biodiversity loss, conflict, and high energy and consumer prices.

02

The need to link short-term and long-term efforts: While it is sometimes necessary to take short-term action to tackle multiple crises, such actions should be conducted in the framework of a long-term strategy and a holistic and inclusive approach to food systems governance and policy making.

03

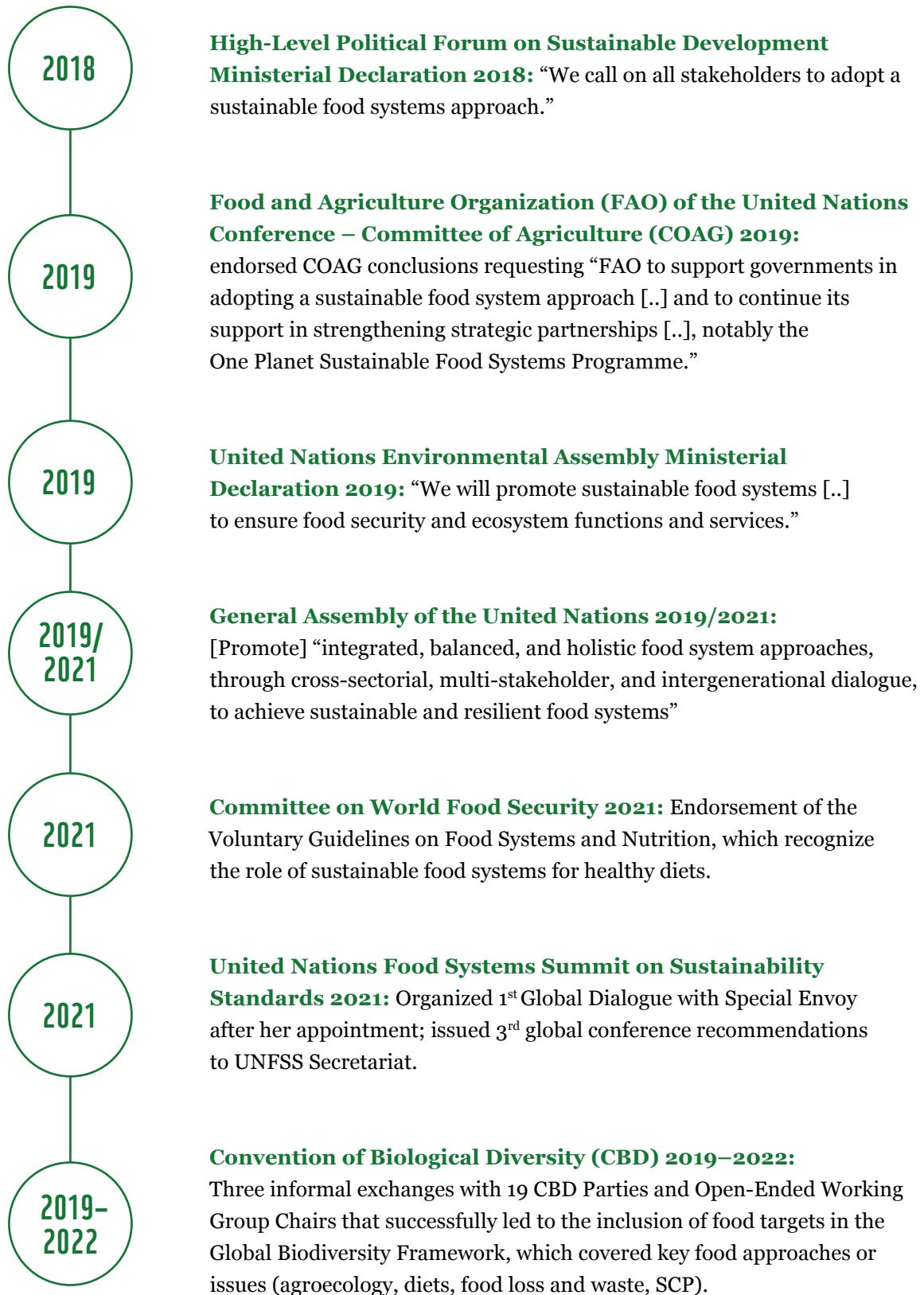
The need for inclusiveness, participation and meaningful collaboration at all levels: Food systems transformation is a whole-of-society task that requires engagement and effective participation of all actors across all sectors, leaving no one behind.



Further information can be accessed via the ► *Conference Key Outcome Document*.

Advocacy efforts to date have resulted in the first mentions of “sustainable food systems” in various multilateral outcome agreements, providing visibility and drawing attention to the need for transformative action and policies at the global level. This recognition also serves as a basis for countries to develop national strategies and commit to addressing challenges of food security, environmental sustainability, and social equity in a holistic and integrated manner. The inclusion of SFS in these agreements marks an important milestone, establishing food systems as a new priority and setting direction pathways for the urgent action required to avoid catastrophic consequences. Following are a few examples of policy achievements by the SFS Programme.

SFS PROGRAMME POLICY ACHIEVEMENTS





► oneplanetnetwork.org/programmes/sustainable-food-systems/tools

A number of practical resources, case studies and tools were developed for decision-makers and food system actors to instigate change in their respective settings. These tools and knowledge resources focused on either addressing knowledge gaps or on guiding actors. A significant contribution included the publication: ► *Towards a Common Understanding of Sustainable Food Systems*, which standardized approaches, concepts and terms related to food systems. Additionally, a collaborative framework was developed to implement holistic food systems transformation processes, which identified five key principles and four key actions. Other resources included an assessment on the effectiveness of food system multi-stakeholder mechanisms as well as the launch of a free e-learning course on what a SFS approach entails for the value chain approach. The complete list of resources can be accessed ► [here](#).

4.3 KNOWLEDGE RESOURCES

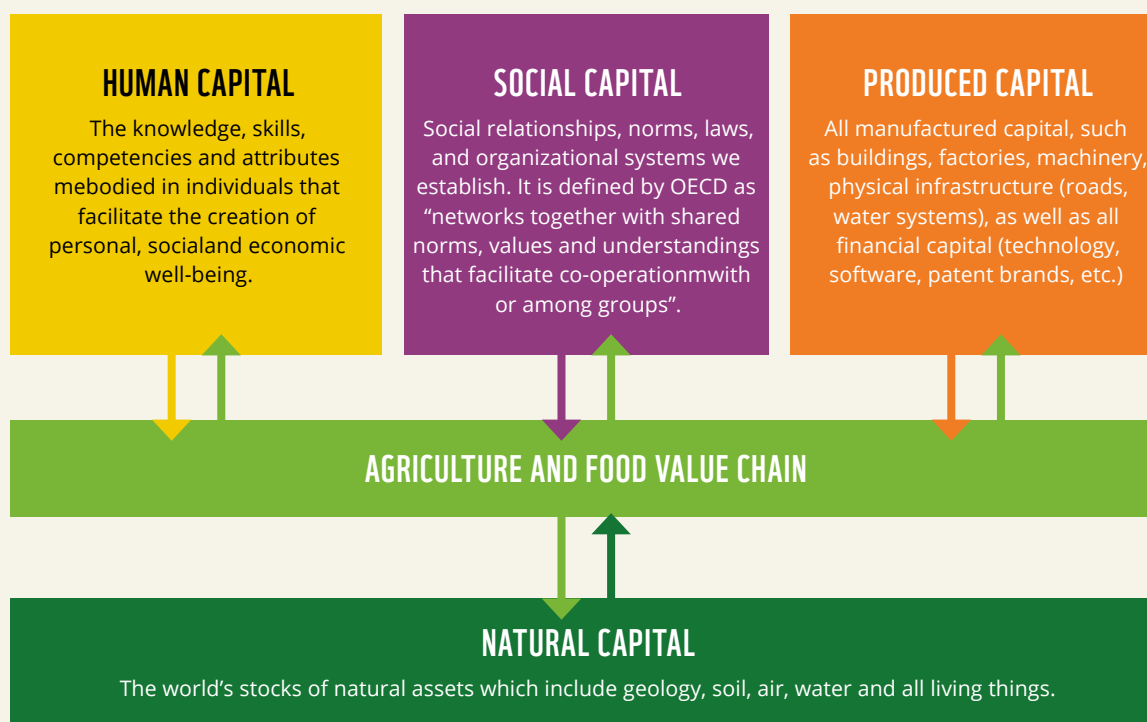
In support of global advocacy efforts, FFT has co-produced knowledge resources to close key knowledge gaps in food systems, leveraging findings to issue recommendations and influence the science-policy interface. Among these research endeavours was a report focused on true cost accounting (TCA) and a study on multi-stakeholder mechanisms (MSM) in food systems.

True Cost Accounting and Dietary Patterns

The true value of food can only be understood when we take into account all of the various impacts or externalities of its production and consumption. In collaboration with TMG – Töpfer, Müller, Gaßner GmbH, a report was published on ► *True Cost Accounting (TCA) and Dietary Patterns* to put forth a pioneering case of applying TCA for the first time as a tool to analyse diets, supply chains, production strategies, business strategies and governance arrangements. Key findings of the study revealed that TCA can be used as a framework to enact the crucial policy reform that is required for bringing about food system transformation.

FFT advocates for the use of TCA to ensure our food systems are built on both environmentally sound and socially just principles. The true cost of food should account for the sum of all externalities, including those associated with nature, climate and people. However, the price of food at the point of purchase generally does not reflect these externalities. TCA utilizes the four capitals (natural, human, produced and social capital) to assess impacts along the entire supply chain (Figure 9). The avoidance of these costs directly hinders efforts that are focused on a rights-based sustainable food system that sustains both planetary and human health.

Figure 9: Natural, social, human and produced capital. A TCA framework examines negative and positive externalities through the lens of four capitals: natural, human, produced and social capital.



National and Sub-national Food Systems Multi-Stakeholder Mechanisms: An Assessment of Experience

This ► *research project* examined 10 cases of sustainable food systems multi-stakeholder mechanisms (SFS MSM). A SFS MSM can be defined as formal or informal participatory governance mechanisms that bring together diverse food systems rights-holders, duty-bearers and stakeholders, connecting different food agendas. This study was conducted by FFT in collaboration with the UN Environment Programme and the Alliance of Bioversity International and CIAT. Research findings demonstrated the effectiveness of SFS MSMs to aid the transition to sustainable food systems. In particular, SFS MSM can more easily take into account all of the interconnected issues such as climate change, biodiversity loss, food insecurity, poverty and health due to the diverse range of actors. Key success factors to harness the potentials of SFS MSMs include adequate funding, institutionalization of the partnerships as well as incorporating other participatory decision-making processes to ensure active participation of members. During this process, any power imbalances that may be present among various actors must be addressed. The incorporation of good governance principles is pivotal to ensuring meaningful engagement and collaboration. While this may require some time to gather full momentum, the presence of a diverse array of food system actors is key to tackle complex food system issues. This representation allows for a holistic understanding of the associated benefits and trade-offs for the development of solutions.



SECTION 5: LESSONS LEARNED AND RECOMMENDATIONS

Based on a thorough understanding of the complexities in our food systems, FFT offers insights into how organisations can develop effective transformative interventions at both on-the-ground and global scales.

While mounts of evidence exist regarding food systems' challenges and the need for urgent transformation, information on how to get there is scarce. Adding to this challenge is the fact that the food systems transformation debate is made up of conflicting visions that represent opposing interests. In this challenging context, the sharing of knowledge and especially of the lessons learned is highly important for developing a unified vision of transformation among diverse food system actors as well as to help future initiatives become more effective.

The following section refers to key lessons learned during the FFT initiative's life, providing guidance for future initiatives that are focused on SCP in the agrifood sector.



1. The shift to sustainable practices (such as agro-ecology) for smallholder farmers hinges on a holistic consideration of social, environmental, and economic dimensions present in food systems:

The transition to sustainable production practices (such as agro-ecology) from a smallholder farmer perspective can be overwhelming due to social, environmental and economic challenges. It generally requires farmers to adopt significant changes in their methods, not only for growing but also for selling. Considerable financial outlays and technical constraints can hinder the transitional process especially if the farmer is considering costly third-party certifications. As a study completed within the project revealed, market access is key to ensure financial security of smallholder farmers. Fostering a network of farming households, associations or cooperatives can result in a beneficial community of practice, allowing for skill-sharing opportunities and joint initiatives to connect the new products to markets.



2. The proactive engagement and support to food sector businesses can lead to the integration of sustainability within their operations and supply chains:

The proactive engagement and support of food sector businesses has proven to be a powerful catalyst for the effective integration of sustainable practices along the value chain. Various food sector businesses, including large agribusinesses, retailers, restaurants, and industry platforms collaborated with the FFT initiative to advance on their journey towards sustainability, and in doing so positively influenced their supply chain business partners. Project case studies highlight the immense potential for impactful change when businesses actively embrace sustainability initiatives. Achieving the integration of sustainability within the food sector requires more than just willingness; it demands strategic advisory support, capacity building, and continued engagement from diverse stakeholders. However, most food sector businesses still need to urgently take meaningful steps towards achievement of the SDGs, moving beyond commitments, implementing transformative actions and becoming more transparent in order to measure and manage their progress.



3. Consumer behaviour is multifaceted:

Achieving sustainable food systems requires the ability to understand and influence consumer behaviour. However, this is a complex task as it includes social, cultural and economic dimensions. In the context of food systems, it is crucial for stakeholders to conduct thorough assessments and gain a comprehensive understanding of consumer behaviour specific to their respective settings. This understanding can serve as the foundation to develop targeted interventions that can yield impactful results. Such interventions will need to pay particular attention to what is known as the “value-action gap” (also called the attitude-behaviour gap, intention-behaviour gap, among other names). This gap occurs when one’s actions do not match their values, attitudes or intentions. The gap can result from either the typical human behavioural bias that favours immediate gratification or from setting the ambition too high and thus rendering action too costly for the individual. This is why it is also critical to support governments design and deliver new policies addressing issues and incentives in our food environments (food marketing rules, product pricing, etc.).



4. Knowledge gaps must be narrowed through both mission-oriented research and the collection, evaluation and accessibility of food system data:

Countless knowledge gaps exist within the scope of food systems. A significant challenge in evaluating the effectiveness of interventions is the lack of up-to-date food related statistics. Without reliable data on, for example, food waste, it becomes difficult to assess the progress of interventions and gauge their impact over time. Therefore, the need to improve data collection and monitoring systems is evident to ensure that efforts in promoting sustainable consumption and reducing food waste are effectively tracked and further refined for maximum impact. Additionally, knowledge gaps require research that is aimed at contributing to the “mission” of food systems transformation. For instance, TCA holds great transformative potential as shown in the FFT study on TCA and diets, but more research as well as additional systematic data collection and monitoring is still required.



5. Inclusive collaboration is needed at all levels:

Inclusive collaboration is a fundamental requirement in transforming our food systems. The vast scope of food systems and the urgent timeline of the climate emergency require coordinated and collaborative strategies to effectively identify and implement measures. Throughout the duration of the FFT initiative, collaboration was established as a key principle. The experiences gained throughout this initiative reiterate the importance of inclusive collaboration to occur across different jurisdictional levels within food systems. The FFT initiative worked with government agencies, municipalities, rural and urban communities, sector associations, farmer groups and various other entities and stakeholders to jointly identify solutions and co-implement them. Both the in-country projects as well as the study on *Sustainable Food Systems Multi-Stakeholder Mechanisms* revealed that collaboration takes time, effective leadership is paramount, good facilitation is key, and that financial resources are critical to render these elements possible. Bringing together a diverse range of food system actors makes it possible to jointly scrutinize the range of existing challenges and to co-create pathways to overcome them in a more comprehensive and transparent manner. The active participation of diverse food system stakeholders supports the identification of more effective, integrated solutions by taking into account a broader spectrum of actor interests and perspectives. In other words, inclusiveness allows for identifying, discussing and managing the inevitable trade-offs encountered when transforming food systems, encouraging a better informed decision-making process.



6. Policy coherence and integration must be pursued from multiple angles:

Policy coherence and integration plays a pivotal role in shaping the future of sustainable food systems. The alignment of policies across various sectors is essential to address the interconnected challenges of food security, nutrition, environmental sustainability, and human rights. By advocating for policy coherence, interventions seek to encourage governments to adopt cross-cutting sustainability objectives in diverse policy domains, creating an enabling environment for transformative change. However, pressure to enact this integration must occur from multiple angles. Agents of change can play a critical role in advocating for policy coherence and integration at each governance level. The use of scientific evidence and indigenous or traditional knowledge and collaboration with research institutions is effective to encourage government actors to engage with sustainability initiatives, become more receptive to policy recommendations and take action. Additionally, academic institutions and other knowledge-generating actors have a part to play in planning and implementing project activities, particularly to enable the integration of scientific knowledge into a project's policy advocacy efforts.



CONCLUSION

Food systems have an immense impact on both people and the planet. The cross-cutting nature of food systems entails that their transformation provides a great opportunity to contribute to more positive outcomes in crucial areas such as climate action, biodiversity conservation and restoration, hunger, malnutrition as well as social equality. Transforming our current unsustainable food systems is critical to achieve the SDGs. This is why FFT is dedicated to supporting the transformation toward sustainable food systems, working at sub-national, national and international levels.

Through collaborative initiatives with a range of key stakeholders, FFT supported countries to urgently meet climate and biodiversity targets, and reap a range of co-benefits. In order to accomplish this, the initiative moved beyond a reductionist focus on individual issues and instead adopted a systems perspective, integrating downstream and upstream value chain actors with the aim to jointly develop solutions that connected consumption and production. The FFT initiative led to a range of positive environmental outcomes with social and economic co-benefits felt across value chains in Indonesia, the Philippines, Thailand, Colombia and Paraguay. The initiative also contributed to key policy advocacy achievements in global and multilateral processes and frameworks, laying the brickwork for systems-wide transformative change.

The FFT initiative presents a different vision for food in the Global South. Instead of transplanting global frameworks onto local problems, we work hand-in-hand with actors and experts in each country to develop tailored, locally-informed, transformative solutions.





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