

SUSTAINABLE FOOD HABITS CHALLENGE

AT A GLANCE

INDIVIDUAL ACTION. COLLECTIVE POWER.

The Sustainable Food Habits Challenge is built around three pillars to support more sustainable habits around food. The first pillar is knowledge based and the other two pillars are activity based.

You can choose which of the pillars you want to look at and to what extent you want to look at it.

1. FOCUS ON THE SOURCE OF WHAT WE EAT

Make informed choices

Increase awareness around the origin of our food in order to make more informed choices. Where did it come from? How was it grown? Is it in season? What mode of transportation was used?

2. REDUCE FOOD WASTE

Optimize what we consume

Reducing food waste by optimizing the quantity of food coming into our home, minimizing or using the amount of food we throw out and being more aware of the quantities we order when eating out.

3. MAKE MORE SUSTAINABLE FOOD CHOICES

Enhance our diet

Eat in a way that is good for our health as well as our planet - eat less meat, dairy and sugar, more vegetables, nuts and legumes.

25% OF GREENHOUSE GAS EMISSIONS COME FROM THE GLOBAL FOOD SUPPLY CHAIN

AIR-SHIPPED FOOD OR FOOD HEATED IN GREENHOUSES OFTEN PRODUCE 5-10X MORE EMISSIONS

MEAT & DAIRY: ABOUT TWO-THIRDS OF FOOD-RELATED GREENHOUSE GAS EMISSIONS STEM FROM LIVESTOCK

ACCESS TO TOOLS AND INFORMATION

Use our app. Access information and experience. You can use our Challenge App to support your new habits. Registered participants will have access to this app, specifically customized for this challenge. This will give you access to information on relevant topics and the possibility to share experiences.

Sources: Poore & Nemecek (2018); Food and Agricultural Organisation (2014 and 2020); IPCC (2014); Stoessel et al (2012)



To register: www.bit.ly/CICEarly

WHAT IS THE PROCESS?

INDIVIDUAL ACTION. COLLECTIVE POWER.

Phase 1: Pre-challenge Phase

Oct 15 - 31, 2020



Observe your food habits.


Measure your food's carbon emissions. Understand what your biggest levers are to reduce the carbon and greenhouse gas emissions.

Decide which pillars of the food challenge you want to concentrate on.

You can either take on the challenge yourself, or build your own team. Get as many people as you can on-board: your family, friends, colleagues, organization – more participants means a bigger impact! Tell us about your team and we will support you any way we can.

Phase 2: Challenge Phase

Nov 1 - Dec 12, 2020




The challenge is a period of 6 weeks during which we will support you in achieving your goals and making sustainable changes.

The six weeks are divided into 3 two-week periods during which you will be encouraged to incrementally increase your impact in the pillars/goals you have chosen.

For example, in the goal of making sustainable food choices, you may be prompted to start replacing a certain percentage of meat meals with non-meat meals. In each two-week period, you will be supported with tips and tricks, and some helpful reminders

Phase 3: End of the Challenge & Beyond

Dec 12, 2020 and after



At the end of the challenge we will measure our combined new carbon footprint and understand the carbon emissions impact of our new habits.

We will ask you to complete a short survey about your habit changes to understand the impact we have made together and incorporate these learnings into future challenges.

We will contact you again once everything is done to better understand how we can continue to support you.

You can continue to use and share the app to support you and others in embedding these new habits.

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Q&A

Q: Do I need to become a vegan?

A: Of course not. We respect that veganism is not for everyone. But just reducing your meat intake by 10% will still make a huge impact. Every small change counts, really.

Q: I am very busy already. Not sure I can fit it all in..

A: We do understand. That's why we will make our tools and information available and as digestible as possible. We aim to create sustainable changes, not temporary disruption to people's lives.

Q: I tried that before but did not like it...

A: Try again! Doing that with a bigger group is a lot more fun. We aim to have a few thousand participants around the world doing that together. We can support and help each other.

Q: I am already a vegan and live a sustainable life style. Why should I sign up?

A: Wow! That's brilliant. We need you even more! You can inspire more people: share how you made the transition and the benefits you have had. Let's help more people explore alternative options.

Q: The Challenge expects us to ask more people to join? I like to do it on my own rather than bothering other people.

A: Imagine - If we could "multiply" the impact of your individual actions amongst thousands of people, wouldn't that be amazing?

Individual Action. Collective Power.
Join us.