HEALTHY FOOD
HEALTHY PLANET

A movement demanding healthy, just and sustainable food environments, starting with rebalancing animal sourced foods in Europe
The global food system is not fit for the future.

To align animal sourced foods with the SDGs, we must fix food environments.

We are the Healthy Food, Healthy Planet Movement, and we are working to radically transform Europe's consumption and production of animal sourced food.

Key assumptions guide our thinking.

We believe in the power of co-creation for addressing the most pressing challenges of our time.

We envision a sustainable, healthy, and equitable food system.

Together we'll ensure that businesses and governments do their part to build SDG-aligned food environments.

Authentic leadership from Europe in the transition towards a healthier, more sustainable food system can have global implications.

We will focus our initial work on jointly prioritized levers that shape food environments and complement other work in this field.

A sample vision for movement infrastructure and power building

Our holistic theory of change

Appendices
The global food system does not maximise planetary, human or animal wellbeing. This system is not fit for the future and is incompatible with the Sustainable Development Goals (SDGs). The increasing production and consumption of extractive animal sourced foods is a big part of the problem, and Europe is a major cause. It’s time for less and better.
To align animal sourced foods with the SDGs, we must fix food environments.

Food environments are the economic, political and socio-cultural contexts in which people engage with the food system to make their decisions about consuming food.

Changing them is crucial because they:

a) are an important entry point to drive food system change due to their position between producers and consumers

b) shape people's decisions about food by determining what is available, accessible, affordable and desirable

c) influence producers in the supply chain through the products they are willing to procure, the prices they are willing to pay and the standards they are willing to accept

d) have been traditionally neglected by funders.
We are the Healthy Food, Healthy Planet Movement, and we are working to radically transform Europe’s consumption and production of animal sourced food.

What is the HFHP Initiative?
The Initiative brings together funders and organisations from different sectors (health, food, climate change, biodiversity, animal welfare, labour rights and just transitions) with one thing in common: we all believe that the current food system is unsustainable, unhealthy and unjust. The way we consume animal sourced food is a major cause of this. **Our shared goal is to decrease the consumption of extractive animal sourced foods and to promote sustainable plant-based and pasture-based foods through changing our food environments.**

As a group we cultivate trust, collaboration and shared narratives. We build capacity with others and share experience, research, evaluation and learning. Where needed, we create additional resources and infrastructure to strengthen the movement. We take our inspiration from the seven principles of the Global Alliance of the Future of Food.

Setting in motion a Pan-European movement
To achieve our shared goal, we need to build momentum towards transformative change at subnational, national and EU level, by supporting a grassroots pan-European movement.

The Initiative aims to facilitate joint learning, campaigning, strategising or other forms of collaboration across national and sector-specific networks and initiatives.

The HFHP pooled fund
In the initial phase, we established a pooled fund to enable the co-creation process that culminated in this strategic framework (see Slide 8). Investment was also aligned by funders unable to pool during this period.

We are now looking to create a next-phase pooled fund to finance priority campaigns, joint learning, movement infrastructure and power building (see Slide 20). The new fund will also have a mechanism for funders unable to pool, to ensure genuine alignment of investments.
Key assumptions that guide our thinking

A focus on food environments as an entry point allows us to generate transformative, rather than incremental change.

To open up space for governments to change policies, we need to share evidence, change mindsets and create a body of political, investor and business champions.

Only a diverse and powerful movement can generate the strong socio-cultural backing and momentum required for impactful change.

System change can only happen if we work together across our siloes and issue areas.

We believe everyone has the right to healthy and sustainable food, whatever their social background. Everyone involved in the food chain, from farm workers to consumers, deserves dignity. For us to succeed, social justice needs to be at the core of all our work.

Europe has both enormous responsibility and potential for leading and modelling a food system fit for this century.

Europe is a highly diverse context. There will be different timelines and challenges in different countries.

HEALTHY FOOD, HEALTHY PLANET
We believe in the power of co-creation for addressing the most pressing challenges of our time.

Much has been written about the benefits of a co-creation approach to philanthropy. Here are some of the reasons we like it.

**Co-creation helps address complex issues** because it encourages multi-sectoral, out-of-the-box thinking, which isn't confined by an individual organisation's theory of change or foundations' grant-making cycles and strategies. A coalition of actors jointly identify and address parallel levers with the aim of generating system change.

**Co-creation generates a sense of ownership** among all participating organisations.

**It promotes a broad, intersectoral and strategically aligned movement**, whose members are willing to work together to address a problem that cannot be solved by one party alone. The emerging platform is in a strong position to mobilise joint and parallel action across sectors, while increasing the chances of securing system-wide funding for campaigns.

Once established, **co-creation networks can mobilise quickly and respond to any crisis and opportunity**, especially when financing has already been secured. Inefficient duplication of activities and resource use can be avoided, and resources can be spread broadly.
**HFHP co-creation process**

**PHASE 1**

**Workplan**
Plan launched to build an initiative that tackles neglected food environment levers and coalesces a pan-European movement, co-created by funders and CSOs from France, Germany and the UK.

**Framework**
Workshops and learning culminate in a first strategic framework, which focuses on core levers for transforming food environments.

**PHASE 2 COMMENCES**

**Broad co-creation and refined framework**
Over 124 CSOs from more than 16 countries provide input via a series of workshops and a large HFHP Forum. Core levers are refined and first fundable ideas identified.

- A broad alliance of stakeholders, funders and CSOs align around principles, campaign entry points, and funding priorities and related strategies.
- A pooled fund is created to fund prioritised levers, movement infrastructure, information sharing, processes for aligned funding, and monitoring and evaluation.

**NEXT STEPS**

- Movement infrastructure established to coordinate national and sectoral campaigns in Europe, encourage new campaigns and ensure movements have the research, resources, networks and tools they need for effective campaigning.
- Learning by doing activities follow on from the workshops and conference.
- Establishment of support hub (see Slide 20).
We envision a sustainable, healthy and equitable food system.

Our work is grounded in the understanding that transforming animal sourced foods and the food systems they enable is necessary to deliver the Sustainable Development Goals.

- Achieving healthy diets for people and planet
- Providing just and equitable jobs and just transitions
- Sourcing from responsibly produced foods
- Challenging land concentration to support small-scale local farmers
- Protecting Indigenous Peoples' rights and recognising their land tenure
- Enabling climate-resilient communities and landscapes
- Protecting nature and biodiverse farms and ecosystems
- Fostering thriving, economically healthy rural communities
- Securing human rights, workers' rights and migrant rights across food supply chains

Healthy Food, Healthy Planet
Together we’ll ensure that businesses and governments do their part to build SDG-aligned food environments.

Here are some of the changes we would like to see to help increase the affordability, accessibility, availability, and desirability of less and better animal sourced foods (ASF).

- **Government policies and corporate action deliver far better food environments.** Regulatory frameworks that previously supported intensive, extractive animal agriculture, now favour healthy and sustainable agriculture.
- People reconnect with food as a central aspect of culture, community and tradition.
- **Healthy, diverse and sustainable diets** are promoted by local governments, businesses and financial institutions.
- **Retailers and food companies** use powerful marketing tools to make it easier for people to make good choices.
- Retailers take full responsibility for reducing negative socio-ecological impacts in their supply chains, leading to more sustainable ASF production.
- A food landscape dominated by agribusiness and corporate retailers is transformed into a more decentralised, diverse landscape.
- **Public procurement stimulates production of healthy and sustainable** ASF and plant-based (PB) foods. Schools and hospitals ensure everyone has equal access to healthy, sustainable food.
- **Investors** take a proactive stance through their portfolios to promote sustainability and health in food supply chains.
- The **cost of food** incorporates and reflects the true costs of negative externalities (e.g. pollution, labour rights abuses). Foods produced with ecological approaches create positive externalities that are increasingly valued.
- **Subnational governments act as intermediaries,** advocates and supporters of sustainable food practices.
- **Subsidies favouring unsustainable animal agriculture are eliminated** and redirected towards sustainable, diverse and nutritious foods.
- **Food environments and related narratives have been inverted** to make healthy and sustainable choices around foods (especially ASF) the norm.
- **Healthy, diverse and sustainable alternatives** compete on price and taste.
- **Health actors** are more vocal in communicating the health risks of inaction on extractive food systems and unsustainable diets.
Authentic leadership from Europe in the transition towards a healthier, more sustainable food system can have global implications.\(^1\)
We will focus our initial work on jointly prioritised levers that shape food environments and complement other work in this field.

We will do so because:

1. They are powerful actors in the food system.
2. Campaigns tackling these levers have been under-funded.
3. They all provide opportunities for intersectoral campaigns as there is strong appetite from CSOs to work on them.

These levers represent an initial area of focus, but the task of identifying relevant and effective levers is a work in progress and will be shaped by future co-creation processes.
Problem statement
Given the high retail concentration in Europe, and because of their key role in selling food, retailers are powerful in influencing food-related legislation and crucial in shaping food environments. At present, food environments incentivise unsustainable consumption levels of animal sourced foods – through discounts, offers, prominent placements and displays, limiting the provision of sustainable alternatives, absent information and misleading marketing. Supermarkets account for around two-thirds of total food sales. Yet, across the board, retailers are hesitant to commit to promoting less meat, claiming limited influence and expressing concern that changes will lead customers to favour competitors. Retailers have shown little willingness to take leadership by adopting animal sourced food reduction targets or making long-term commitments across their supply chains.

Vision
We envision a system where retailers take responsibility for their supply chains and for creating healthier and more sustainable food environments. This would be a more transparent system where all costs and externalities are priced in and those funding the system can see how it needs to change. It would also be an active system, where retailers take action to stop offering unsustainable animal sourced foods, support farmers to transition to more sustainable options, use marketing power to promote plant-based alternatives and more sustainable diets and wield their lobbying power to advocate for better legislation.
Retailers: Three fundable ideas/strategic interventions

**Working theory of change**
By leveraging investor and consumer pressure, promoting concrete sets of recommendations and avenues for action, and emphasising the business case for change linked to a changing demand landscape, we aim to create retail champions who show that change is possible and publicly demand legislation for a level playing field.

**1. Annual retailer benchmark**
Develop a benchmark system with a broad focus (health, environment, animal welfare, human rights) to rate retailers both nationally and at the European level, motivating retailers to respond to public pressure and change their behaviour. This project would also involve the creation of consumer guides, campaigns aimed at forcing retailers to change, and movement-oriented activities to encourage diverse groups to use benchmarking tools.

**2. Apply legal pressure**
Put more pressure on retailers to take responsibility for the health, social and environmental impacts (e.g. Scope 3 emissions) of the animal sourced food they sell and buy. Litigation would also encourage mandatory and transparent disclosure.

**3. Lobby governments, among other policies, to create fiscal incentives for consumers**
This action, targeted at both EU and national levels, would for example subsidise a voucher scheme or loyalty cards that would support citizens to buy more fruit and vegetables, and better animal sourced foods.
Subnational action

Problem statement

Many subnational governments and municipalities, although increasingly ambitious with climate change related policies on transport and emissions, have not yet made the link between climate change, health, job-creation and food policies. As such, they are not combining their purchasing power with their political power to leverage change at supranational level. Lack of awareness of the kind of policies needed and the co-benefits such measures could deliver, a fear of being labelled as radicals, the slow-moving pace of some councils, the influence wielded by agribusiness, and the belief that local actions might not make a difference, all contribute to a lack of initiative, imagination and infrastructure around sustainable and healthy food on a subnational or municipal level.

Vision

We want to see a world where communities speak up, and their local councils and cities work together with diverse actors to build healthier and more sustainable food environments. By convening different stakeholders, creating shared infrastructure, stimulating markets for healthy foods through procurement policy changes, promoting communication campaigns, and providing financial and logistical support, subnational actors can promote healthy food initiatives and nurture local food producers. Local councils and cities serve as hubs to connect sustainable producers with local consumers, actively promote sustainable nutrition, and foster healthy food cultures together with citizens. Local councils use their advocacy power to pressure political parties, national governments and the EU to transform the food system. Communities are inspired by local/municipal action elsewhere in Europe.
Subnational action: Three fundable ideas стрategic interventions

Working theory of change
Local communities make it possible and desirable for local governments to act as intermediaries, facilitating actions and dialogue between local producers, institutions and consumers. By emphasising the health, environmental and economic benefits of changes to food environments, we advance work in areas where progress has been made, such as schools and hospitals. Closer coordination and exchange of best practices takes place between communities, towns, cities, regions and rural areas.

1. **European Champions League of Councils**: Create momentum among councils and citizens by developing a league, which compares and measures performance on food issues, ranks councils and creates competition. This would develop a platform of existing best practices and use pilots to convince policymakers to catalyse action.

2. **Subnational networks**: Build concrete networks between food growers, food services and municipal actors – diverse partnerships whose members exchange learning, review policies and infrastructural deficits, share experiences and stimulate local action across Europe. One key potential area of collaboration could be an orchestrated network of cities and regions committed to ‘buying better’ or adopting stronger procurement policies. These networks would include cities and local authorities of all sizes to ensure broader reach.

3. **Local food deals**: Introduce local food deals based on the concept of the Green New Deal but for food, with a strong educational focus. Food deals would create local clusters connecting consumers and producers around a shared agenda.
Problem statement
Private investors are beginning to tackle animal sourced food (ASF) and the food environments that shape them. However, financial reform related to the future of food is nascent compared to climate risk in the energy sector. For example, meat and high-impact animal sourced food supply chains are rarely incorporated into Environmental, Social and Governance (ESG) analyses. Meat and high-impact animal sourced food supply chains are rarely incorporated into Environmental, Social and Governance (ESG) analyses. With an absence of integrated asks on food for investors, investor advocacy and visions of sustainable food are scattered and piecemeal. Lack of transparency around the ecological, health and worker impacts of financial actors’ food-related investments also prevents clear action.

Vision
Private investors, banks and insurers are more active, focused and coordinated in advocating boldly for sustainable food and putting pressure on companies along unsustainable ASF supply chains. Sustainability and justice aspects of ASF production and consumption are seen as core ESG issues, presenting significant financial and reputational risk to investors. Strategic litigation raises the risks to food businesses at all levels of the value chain.
Private finance: three fundable ideas / strategic interventions

Working theory of change
At the core of our finance work is the development of a clear narrative about the risks to investors posed by ignoring unsustainable ASF in their portfolios. We will identify the unpriced missing externalities (e.g. air and water pollution, labour rights abuses, ecosystem clearance) of extractive agribusiness and ASF supply chains and use a combination of finance and litigation pressure (see slide 19) to achieve change. We will also push investors to wield their influence on retailers.

1. **Benchmarking**: Develop a joint benchmark/methodology on ESG criteria to engage first-mover investors in the food and climate networks. This would involve co-creating a food dashboard, combining different food data streams and indexes, to provide a one-stop information shop for investors about companies’ ESG performance.

2. **Highlighting the risks and true costs of extractive ASF**: Launch a campaign that focuses on the risks/true cost of extractive ASF production and consumption with the aim of influencing key investors such as Vanguard and Blackrock. The campaign would demystify the current relationship of the financial system to food environments through mapping, and align with best-practice investors to demand change.

3. **Focusing on investor liability**: Hold the financial sector legally accountable for their inaction, by investigating the possibilities of legal action on aspects of the meat supply chain (e.g. deforestation, use of antimicrobials), misleading advertising and ‘greenwashing’, and harmful impacts on communities.
Additional levers identified for further scoping

The following areas of work have also been identified during the co-creation process as important areas of work for the next phases of HFHP:

Narratives

What underlies and cuts across all the levers is the need to change the current mindset and beliefs that shape our food system in Europe. That means shifting deeply held beliefs that hold the current system in place through communications, marketing and framing work to, for example, promote culinary heritages that can replace ASF with tasty traditional foods; make unsustainable and unhealthy meat the ‘new tobacco’; and frame the need for a transformation of ASF as a justice issue for future generations. This work will also involve inverting the dominant ASF frames and narratives set by industry.

Strategic litigation for system change

Strategic litigation has been instrumental in holding energy companies and governments accountable for their emission targets in recent years. From nitrates in the Netherlands and Germany to air pollution in Belgium, we are seeing the first results of small cases, but this approach needs to be scaled up and embedded in a global political strategy. Extending this strategy (beyond retailers) to the extractive meat and dairy producers to expose their destructive practices – with respect to both greenhouse gas emissions and labour rights – has the potential to enforce a sea change. Related strategic litigation against governments could also be explored.

Health actor engagement

Health actors (disease research NGOs, doctors, medical associations) are crucial in shaping public conversations about health. There is an increasing need to better embed and involve these actors in conversations on food system transformation. This work would involve convening specific workshops with health actors to organise funding proposals, and also collaborating with core health CSOs to test campaigns at a national level.
A sample vision for movement infrastructure and power building

During the co-creation process, clear movement infrastructure needs were identified and will be further discussed and shaped as part of the ongoing co-creation process. The following is our preliminary vision for the governance of the next steps.

There could be a ‘light but effective’ central hub, with paid staff. Its main functions would include:

Steering committee
The hub’s work will be overseen by a steering committee. This will be entirely comprised of CSOs that are part of the HFHP core community and will reflect its geographic and sectoral representation.

Fund management and funder relations
(reporting to funders to avoid any conflicts of interest)
- grant management
- engagement with funders

Networking and coordination
- with CSOs, social movements and campaigns, with the aim to align across sectors and engage in joint/coordinated actions
- outreach to other food/justice networks/movements from within the EU and other European countries
- outreach to relevant global networks, especially those from the Global South that are affected by European supply chains
- broadening HFHP membership

Learning and sharing of good practices
- exchanging of lessons learnt and good practices among members
- facilitating access to relevant business data, which is often out of reach for CSOs
- translating relevant materials
Our holistic theory of change

HEALTHY FOOD
HEALTHY PLANET

CIVIL SOCIETY

PAN-EUROPEAN PARTNERSHIPS

CO-CREATION

HEALTHY FOOD
HEALTHY PLANET

SYSTEMIC ACTION

HEALTHY FOOD
HEALTHY PLANET
INITIATIVE AND CAMPAIGNS

HFHP DIVERSE PARTNERS

BROADER MOVEMENT-BUILDING

FUNDERS
Quotes from the co-creation process

“I am really inspired by the number of people around the world working on social justice and environmental justice. This gathering is a reflection of that.”
Shefali Sharma, Institute for Agriculture and Trade Policy (IATP)

“We absolutely must use the fact that food is our best medicine as an argument for reaching sustainability.”
Karin Jestin, philanthropy adviser to the Kristian Gerhard Jebsen Foundation

“I really appreciate this forum and the process of co-creation. It is vital to bring people from different sectors together and jointly identify systemic leverage points.”
Silvano Lieger, Sentience Politics

“We all need to acknowledge that the task before us remains momentous. I am deeply convinced that we can only really move this space [transforming food systems] if we find answers to its various components, without staring only at one, and turning a blind eye to another. [...] this can only be done if we work together with the widest range of actors possible that share our vision about co-creating a far better food system.”
Nikolai Pushkarev, European Public Health Alliance
Contact us

We want to hear and learn from you. Please get in touch as we gather more partners and funding for the next phase of the Initiative.

Chris Gee, Oak Foundation
Modi Mwatsama, Wellcome Trust
Avery Cohn, ClimateWorks Foundation
THANK YOU
Appendix I. Stakeholders involved in Phase I

CSOS (SCOPING STAGE):
The initial early scoping phase thought partners included people who have been working with more mature national coalitions:

- Simon Billing, UK
- Saskia Richartz, Germany
- Benoit Granier, France
- Nikolai Pushkarev, EU

FUNDERS (SCOPING STAGE):

- Climate and Land Use Alliance
- climateworks Foundation
- GRACE Communications Foundation
- Avery Cohn, US
- Leslie Hatfield, US
- Oak Foundation
- Wellcome Trust
- Chris Gee, Switzerland
- Modi Mwatsama, UK
- HEINRICH BÖLL STIFTUNG
- Christine Chemnitz, Germany
- Mathilde Douillet, France

PROJECT STEERING COMMITTEE:

- Patty Fong, Netherlands
- Rebecca Brooks, UK
- Simon Billing, UK
- Saskia Richartz, Germany
- Benoit Granier, France
- Nikolai Pushkarev, EU
- Patty Fong, Netherlands
- Rebecca Brooks, UK
- Thomas Legge, Trees Robijns, Belgium

Working as individuals and with the backing of our organisations, we are building a movement. We come from eight funders and six civil society organisations, each representing many more. During our co-creation workshops, over 125 funders and civil society representatives participated.

We all work on aspects of the food problem in our respective sectors and countries. We’ve spent the last nine months finding common ground - a shared vision, mission and strategy for Europe to make the continent a global leader in improving food and farming.

HEALTHY FOOD, HEALTHY PLANET
Appendix II. Sustainable Development Goals

The Sustainable Development Goals (SDGs) are a shared global blueprint for peace and prosperity for people and the planet, now and in the future. Europe’s role in future-fit food systems will support the advancement of the SDGs with benefits accruing to Europe and the rest of the world.
Appendix III. Problem statement

Per capita meat consumption in Europe roughly doubled between 1961 and 2007 (rising from 15 million tonnes to about 30 million tonnes per annum in eight European countries, including France, Germany, Italy, Spain, the UK and the Netherlands).\(^1\) In 2018, the world produced 800 million tonnes of milk, more than double the amount produced 50 years ago.\(^2\) Of those 800 million tonnes, Europe was responsible for 226 million tonnes. If every country in the world adopted the diet of countries in Europe, more than four Earths would be needed to support food production within planetary boundaries.\(^3\)

### Human health
- Increased risk of heart disease, diabetes and cancer from processed and red meat overconsumption\(^4\)
- Use of antibiotics in livestock farming linked to emergence of resistant microbes\(^5\)
- Increased risk of zoonotic diseases such as bird flu, swine flu and new pandemics like COVID-19\(^6\)
- Respiratory diseases and other health harm from air pollution
- Health harm from climate change\(^7\)

### Planetary health
- Land conversion and degradation associated with extractive ASF (including soy production for animal feed)\(^8\)
- Soil degradation resulting from livestock production’s separation from crop systems\(^9\)
- Air and water pollution and biodiversity loss\(^10\)
- Meat production exceeds planetary boundaries\(^11\)
- Harmful environmental impacts of extreme chemical and antibiotic usage associated with meat production and aquaculture

### Social equity
- Lack of access to sufficient safe and nutritious food for people living in poverty\(^12\)
- Unjust global food systems that exploit poorer countries for the benefit of wealthier countries in food trade flows\(^13\)
- Lack of decent work in the food supply chain\(^14\)
- Labour rights abuses in animal agriculture, animal processing, and throughout the supply chain\(^15\)
- Lack of access to farmland\(^16\)
- Producers exploited by an anticompetitive market
- Food insecurity, exacerbated by a lack of affordable healthy alternatives

### Animal welfare
- Poor animal welfare standards under extractive animal agriculture and intensive farming practices

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1. Per capita meat consumption: Worldwatch Institute, 2009
2. World milk production: FAO, 2019
3. Environmental impacts: IPCC, 2018
5. Antibiotic resistance: CDC, 2020
6. Zoonotic diseases: CDC, 2020
7. Climate change impacts: IPCC, 2018
8. Land conversion: FAO, 2019
9. Soil degradation: FAO, 2019
10. Pollution and biodiversity: IPCC, 2018
11. Meat production: FAO, 2019
12. Food access: WHO, 2017
14. Decent work: ILO, 2020
15. Labour rights: ILO, 2020
16. Farmland access: FAO, 2019
Appendix IV. Food environments

Food environments are the physical, economic, socio-cultural and policy conditions that affect the availability, accessibility, affordability and attractiveness of food and drink.¹ In Europe, it is far too easy to consume animal sourced foods, and far too difficult to opt for alternatives that support human and animal health and welfare, planetary health, and social equity and justice. This is because today’s food environments are not fit to maximize human, planetary and animal well-being. They are shaped by government regulations, unsustainable subsidy systems, distortionary marketing practices and the actions of powerful businesses along food supply chains. They are unsustainable, unjust and unhealthy.

Healthy and sustainably farmed food is not mainstream and is often unaffordable. True costs aren’t priced in, marketing promotes profit over people and planet, and social norms encourage unsustainable practices. Corporate actions and government policies prioritise extractive meat and dairy production and consumption over plant-based options and sustainably produced alternatives. It is the responsibility of governments and businesses to take transformative actions to level the playing field for foods that match the scale of global ambition needed to deliver on government-agreed SDGs and the Paris Climate Agreement. This means achieving at least a 50% reduction in animal sourced food production and consumption.
Appendix V. Extractive animal sourced foods

Extractive animal sourced foods is a term we are using to refer to the type of industrial, intensively produced ASF that presents a massive challenge to planetary, human and animal wellbeing. At this stage of the initiative we are unable to precisely define what extractive ASF means, but we aspire to better define this term in partnership with a range of partners, including farmers and food workers.
Appendix V: Our prioritised levers are integrated

By 2030, European communities have aligned animal sourced food production and consumption with the SDGs.

Goals:
- Governments create rules & regulations that align ASF with the SDGs such as agriculture policy, food strategies, carbon taxes, procurement policies, labour regulations, trade policies etc.
- A strong pan European movement collaborates with other regional movements
- Europeans value & demand majority plant based sustainable diets with sustainable ASF
- Producers of sustainable & healthy PB or ASF have a greater guaranteed market & functioning supply infrastructure. Their lobby power has increased

Outcomes:
- Champion retailers across Europe show that change is possible and lobby for level playing field
- More examples of curtailing of advertising of unhealthy & unsustainable ASF
- Champion Sub-national governments across Europe have injected significant momentum & changed public procurement and retail licenses, set up local supply infrastructure & lobby for nat. changes
- Increased public support for polluter pays principle for ASF & for action on less and better ASF
- Increasingly strengthened civil society collaboration across sectors with “strategically unreasonable asks” make this change feel increasingly needed, beneficial and inevitable

Activities & Outputs:
- Campaigns that use retail benchmarking
- Campaigns that raise the risk of corporate (retailers and ASF processors) inaction.
- Campaigns that seek narrative shift.
- Campaigns that create race to the top between sub-national actors & governments.
- Strategic litigation

Movements infrastructure:
- Continuous learning
- Data and communication support
- Understanding of the opposition and framing
- Spaces to co-create across sectors, learn, strategise & coordinate
Endnotes

Slide 3
1. Animal sourced foods are foods derived from animals, such as fish, meat, and dairy. Certain ASF produced in certain ways are particularly misaligned with the SDGs owing to their negative impacts on biodiversity, climate, workers’ rights, and water systems. See Westhoek, H. et al. The Protein Puzzle, The Hague: PBL Netherlands Environmental Assessment Agency, (2011).

Slide 11
1. Europe is a significant consumer, producer and enabler of ASF. Changing the European system would have a direct impact beyond its borders, while also setting an example to other regions in terms of their own consumption and production patterns.

Slide 14
1. Scope III Emissions refer to indirect emissions across a company’s supply chain. For more information, see: Carbon Trust, Briefing: What are Scope 3 emissions?, (2021): https://cutt.ly/qm2ZX52

Appendix II

Appendix III
Endnotes

Appendix III (continued)


14. See the work of the ILO (International Labour Organisations) on decent work and agriculture. One illustrative example of country-specific research is on agriculture and dignified work: ILO. Decent Work and the Agriculture Sector in Jordan: Evidence from Workers’ and Employers’ Surveys, Jordan, (2018).


Appendix IV