

# Climate-smart food choices

## The challenge:

Across Europe, people increasingly want to eat in a way that benefits both their health and the planet. What often stands in their way is not intention but practical guidance: knowing what to change, how to do it, and where to start.

### What will we do?

**1** Reach more than 500,000 citizens through social campaigns.



**2** Help citizens cut dietary CO<sub>2</sub> emissions by 25–30%.



**3** Save households 5–10% on weekly food expenditure.



**4** Engage 500+ chefs to champion climate-friendly meals.



**5** Train over 60 journalists and 40 local administrators to shape awareness and policy.

**6** Organise 100+ in-person events across Europe.

# Expected outcomes

2026

Jan-Mar

- Publication of a **Europewide report** showing how chefs and citizens can promote sustainable food choices across the EU

Apr-Jun

- First **media resources and trainings** released to help journalists communicate about food and climate

Oct-Dec

- First European-wide **infoweeks** to engage citizens via chefs incl. launch of an interactive events map
- First European-wide **awareness-raising campaign**

Jul-Sept

- Launch of a **cookbook** full of climate smart recipes
- **Chef training sessions** to promote sustainable cuisine
- Debut of the **FoodChoices4LIFE app** enabling citizens to track and improve their food choices

2027

Jul-Sept

- Release of an **online learning course** that empowers chefs to inspire climate friendly eating habits
- **Policy brief** with recommendations for local decisionmakers on sustainable food systems

Oct

- Second European-wide **infoweeks** to engage citizens via chefs
- Second European-wide **awareness-raising campaign**

2028

Jul-Sep

- Final **communication campaign** celebrating the project's results and sharing lessons for the future
- Release of the **open access FoodChoices4LIFE app** enabling citizens to track and improve their food choices

Apr-Jun

- Presentation of the **FoodChoices4LIFE Vision 2050**, outlining a roadmap for Europe's sustainable food future



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[www.sustainable-food-systems-network.mobilize.io](http://www.sustainable-food-systems-network.mobilize.io)

<https://www.eufic.org/en/european-projects/project/foodchoices4life>