



BMU/IKI Project Climate Impacts of Food CLIF Factsheet



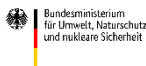
Project description

The project deals with the provision of information on the sustainability impacts of food. The aim of the project is to facilitate consumers and companies in the food industry to inform themselves about complex environmental and sustainability aspects when purchasing or offering food and meals and to be able to make their consumption or purchasing decisions on this basis. To this end, a prototype of a suitable tool for communicating the sustainability impacts of food that can be used globally is being developed.

The production and consumption of food accounts for 31% of man-made greenhouse gas emissions, a high proportion of the global impact on the climate and is mainly responsible for the loss of biodiversity. Impacts can be mitigated through various measures, such as changing dietary habits, responsible food production, decarbonizing the value chain and reducing food losses and waste. Politicians, companies, and many consumers are already aware of the need for a transformation of food systems, but there is a lack of strategically oriented and comprehensive implementation of political measures.

Consumers can reduce the environmental impact of their food consumption by buying more environmentally friendly products. But to do so, they need, among other things, appropriate sustainability information about the product. To date, however, this information is mostly missing or is conveyed by labels that are only partially understood. Consumers are also often unaware of the sustainability aspects behind the labels. There is a lack of target group-specific communication tools to enable informed purchasing and consumption decisions for consumers, but also for companies that need this information for the sustainable purchase of food and for the presentation of products in supermarkets or for out-of-home catering.

Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages





The aim of CLIF is to develop a communication tool that fills exactly this gap. The communication tool should enable companies and consumers to inform themselves about environmental impacts in the retail trade, in out-of-home consumption or in the procurement of food, in order to be able to make more sustainable decisions based on this information. The communication tool is being developed on a pilot basis for Germany, Paraguay, South Africa and Thailand. However, the aim is that the tool can be used globally to increase demand for more resource-efficient products through more sustainable purchasing decisions, and thus contribute to ensuring that food production and consumption take place within the planetary boundaries. CLIF involves relevant stakeholders in the development of the tool from the beginning and makes the results publicly available.

Duaction: August 2021 – July 2024

Target groups – actors in food system change

Consumers

During the implementation of the project, the needs of consumers will be identified globally, with a particular focus on the target regions, with regard to information requirements on sustainability impacts of food. On this basis, a communication tool for the presentation of sustainability impacts will be developed, which will give consumers the opportunity to include sustainability aspects in their consumption decisions (in retail and in out-of-home catering).

Companies (food production, trade, out-of-home catering)

In addition, during the implementation of the project, the need and willingness of companies to include sustainability aspects in sustainable purchasing and to provide sustainability information for consumers will be investigated. The focus is on companies from the retail and out-of-home catering sectors in the four target regions. The information gathered will be used in the development of the communication tool. The communication tool will enable companies from the retail and out-of-home catering sectors to evaluate their products on the basis of sustainability aspects and provide support for the dissemination of information to customers on products and sustainable menus.

Political stakeholders

The concrete examples from the target regions will help policy makers to promote the development of markets for more sustainable products and the use of information tools and other incentives to promote sustainable consumption. The design of appropriate policies and frameworks by policy-makers is essential for the promotion of sustainable consumption, as this is how the link between sustainable consumption and production can be achieved. Due to global flows of goods, this is not only a task for national governments.

Target regions - pilot partners

Paraguay – Thailand – South Africa – Germany

Project partners:

