

How to untangle food labelling

Development of a comprehensive tool for the communication of sustainability impacts of food

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IMPACTS
OF
FOOD



WWF's strategy



Sustainable food systems

- Support agricultural production that uses resources sustainably.
- Promoting a diet that reduces environmental and social impacts.
- Promote food consumption that is diverse and reflects traditions around the world.
- Support transition to sustainable diets for all (fair sharing of costs).

Information as a first step



Information is one component for changing food consumption, but:

- Food labeling tangle: Consideration of single aspects (CO₂, ecological or social labels), unclear criteria, too many labels, lack of credibility).
- There is a lack of information for companies and consumers on the comprehensive sustainability impacts of food products
 - **Only if people are informed they have a chance to make a different choice**
 - **WWF calls for a binding sustainability label**
 - Ecological and social assessment
 - Transparent criteria/methodology
 - Independent verification

The project



- **Development of a globally applicable tool for communicating sustainability impacts**
- Funded by the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection as part of the International Climate Initiative (IKI)
- **Project coordination: WWF Germany**
- **Implementing partners:**
 - corsus – corporate sustainability GmbH
 - TMG Research gGmbH
- **Target regions/countries**
 - Africa (South Africa)
 - Asia (Thailand)
 - Europe (Germany)
 - South America (Paraguay)



Our goal



- Development of a tool suitable for the target groups for communicating sustainability impacts of foods
- Based on life-cycle-assessment data (LCA)
- For whom? As a basis for decision-making for:
 - ✓ Consumers
 - ✓ Companies (for sustainable procurement and consumer communication)
- Develop recommendations for **policies** to promote instruments supporting sustainable consumption to advance the transformation of food systems.

Impacts of food



Water



Land use



Biodiversity



Social

Combination of different already existing instruments (carbon footprint, water footprint, water risk filter, biodiversity risk filter, ...) with other sustainability impacts relevant for food production.

Thank you.

The project is part of the International Climate Initiative (IKI). The Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) is funding the initiative based on a resolution of the German Bundestag.

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Supported by:



based on a decision of
the German Bundestag

