Food & the Consumer Information Programme
What has the food cross cutting theme meant to the Consumer Information Programme?

1. Understand current actions around the topic of food

2. Communicate SCP

3. Foster collaboration between the programmes
Understand current actions around the topic
Emphasising the relevance of our work

Mi Código verde

Trust Fund 2016-18
Chile

Trust Fund 2017-19
Sri Lanka
22% of the total number of activities reported under the CI-SCP programme in 2018 were related to food.
Developed a Thematic Narrative

Communication Products’ Social Impacts
A White Paper of the Consumer Information Programme

http://www.oneplanetnetwork.org/consumer-information-scp
Communicate SCP
Emphasising the relevance of our work

Case Study #1
Mondelez International has applied the *Guidelines on Providing Product Sustainability Information* to its sustainability claim: the Cocoa Life logo.

**Principle 1: Reliability**

The message and the logo conveyed on the chocolate bar are clear and additional information is available online.

**Principle 2: Relevance**

The claim highlights elements that make a difference to the overall sustainability performance of the cocoa. The hotspots at the cultivation phase include the farm environment, improved agricultural practices to enhance cocoa productivity, and community development that supports creation of additional livelihoods.

**Principle 3: Clarity**

The top of the programme is updated only to the brand’s name and no additional information is available online.

**Principle 4: Transparency**

Additional information is available on the website and in Plain English.

**Principle 5: Accessiblility**

Consumer can trace the information behind the cocoa and find a clear and additional information is available online.

**Principle 6: Three Dimensions of Sustainability**

- **Environmental**: Maintenance of the cocoa ecosystems and protection of the land, investment in water and soil conservation, pest control, climate-smart agriculture practices, monitoring and control of pests and diseases.
- **Social**: Improved conditions for workers, salaries, and training programs on sustainable practices.
- **Economic**: Fair prices for cocoa farmers, increased income, and improved livelihoods.
Help from the 10YFP Secretariat

It is an honour to collaborate with the world's leading organisation for consumer groups. We look forward releasing more case studies from companies that helped to road-test our 'Guidelines'- & together we will 'crack the code' on empowering consumers to make sustainable choices!

9:15 AM - 13 May 2019

2nd Global Conference of the Sustainable Food Systems Programme: San José, Costa Rica

"One thing that we have found with offering information to consumers is that consumers are primarily concerned with information that relates to their health. The environmental impacts often come in as a secondary concern. We are really afraid that we are still only communicating to a specific niche."

Bettina Heller
Associate Programme Officer
UN Environment
One Planet Network
Consumer Information Programme

Want to #savewater? Turn off the tap while you brush! Colgate-Palmolive @CP_News roadtested the 'Guidelines for Providing Product Sustainability Information' with their 'Save Water' logo to help people change their behaviour while brushing their teeth! bit.ly/turftftap

Case Study #8
'Colgate-Palmolive' applied The Guidelines for Providing Product Sustainability Information to their 'Save Water' Logo

Immaculate Yossa
Regional Advocacy Manager, Sustainable Diets for All, Hivos

Ever wonder if your food is #pesticidefree? @ZERIASpain's new label indicates chemical-free agriculture production! They roadtested our Consumer Information programme's guidelines for Providing Product Sustainability Info. Full story: bit.ly/2IYmgZX #SDG12
Ever wonder if your food 🍎 is #pesticidefree? @ZERYASpain’s new label indicates chemical-free agriculture production! They roadtested our Consumer Information programme’s guidelines for Providing Product Sustainability Info. 📖Full story: bit.ly/2IYmgZX
#SDG12
Foster collaboration between the programmes
Engaging consumers in sustainable food systems
Innovative Solutions for Sustainable Consumption & Production: Partnerships in Action - The One Planet Network Response

Monday 11th March
UN Environment HQ, Nairobi
18:15 - 19:45
Conference Room 1 or online at slido.com
Code: #E848
What is next?
Progress & Solidify Collaboration

• Continue & build relationship with SFS Programme
  ➢ Consumer information and food products

• Next cross-cutting theme of plastics offers the opportunity to work with all the programmes to deliver a piece of information to consumers

• Report released in 2019 on consumer information helping climate friendly behaviour in the food, tourism and buildings sector – much opportunity for inter-programme collaboration and promotion

• Continue relationship with shared partners

#weareoneplanet