The Language of Success

Mei-Ling Park
10YFP Secretariat
Spotlight Story

The Power of Partnerships: Informing Consumers on the Path to Sustainable Food Systems

It is no secret that today's global food systems are far from sustainable. 1.3 billion tonnes of food is lost or wasted each year, while diets high in meat, fat, salt and sugar have adverse effects on both health and the environment. But how can this change when most people are either not aware of the health and environmental impacts of their food, or they don't know how they can go about reducing this impact?

That question bred an excellent opportunity for two programmes of the 10 Year Framework of Programmes on Sustainable Consumption and Production (10YFP) to demonstrate how they collaborate. The Sustainable Food Systems Programme and the Consumer Information Programme came together at the 2017 Trade for Sustainable Development Forum (T4SD), held in Geneva on September 25-27 and hosted by the International Trade Centre (ITC).
"The Guidelines provide a way to bridge the gap between production and consumption. They help companies provide reliable and effective information, which consumers can then interpret and trust. This way, both sides can play their part in sustainability."

-Ian Fern
Sustainable Consumption Manager, Consumers International

The Guidelines for Providing Product Sustainability Information, developed by the Consumer Information Programme and introduced at the T4SD Forum, serve as another means to bridge the information gap between producers and consumers. The Guidelines outline how companies can provide quality information to their consumers, empowering consumers to make informed decisions about what they choose to buy. This allows both sides to play their full role in making production and consumption patterns more sustainable. The Guidelines were officially launched at the World Resources Forum 2017 on October 25th, and will be subsequently road tested in partnership with companies from all regions. During this process, case studies will be collected in order to highlight good practices and lessons learned.