



# CUES

CONSUMERS' UNDERSTANDING  
OF EATING SUSTAINABLY



## Project Overview

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*2<sup>nd</sup> Synergy Webinar with REA projects*

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# Outline

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# In a nutshell

PROGRAMME	Horizon Europe
GRANT AGREEMENT	No. 101136507
CALL	HORIZON-CL6-2023-COMMUNITIES-01
TYPE OF ACTION	HORIZON Research and Innovation Actions
DURATION	48 months
BUDGET	6,496,857.50€

# Our consortium

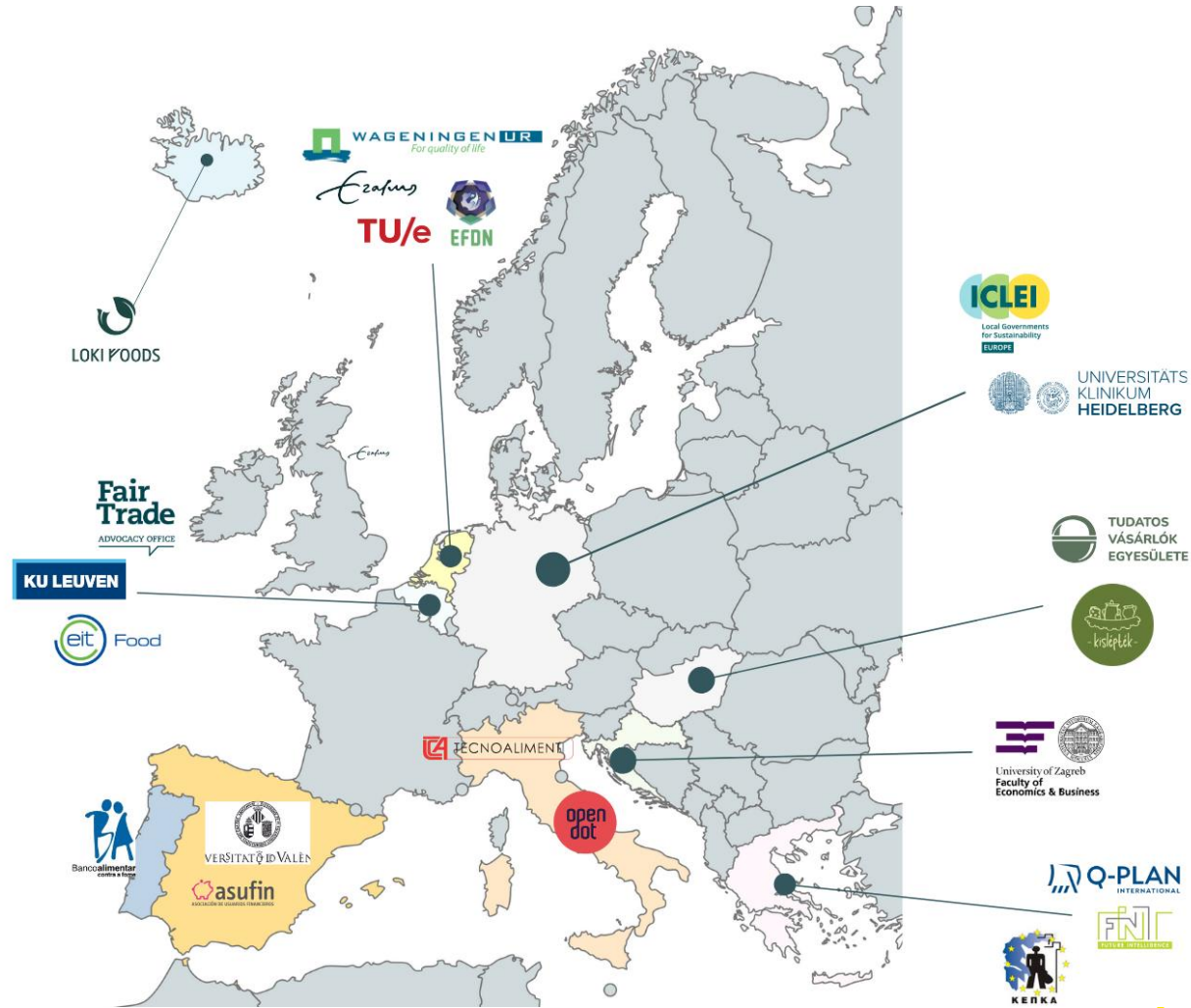
21 partners across 10 countries

 Universities


 Consumers' organisations


 Food organisations


 SMEs



# The problem in context






 **Environment:** The current food system contributes to global warming, accounts for a third of greenhouse gas emissions, and uses 70% of freshwater, harming ecosystems and biodiversity.

 **Society:** Poor diets cause 75% of non-communicable diseases and 85% of deaths in Europe. Meanwhile, 88 million tons of food are wasted annually, and 8.6% of Europeans can't afford a proper meal every second day.

 **Economy:** A few major corporations dominate the global food system, leading to unequal profit distribution and disadvantaging small suppliers.



# Current state of EU policies

-  The **European Green Deal** and **Farm to Fork Strategy** have introduced a new EU framework to transition to a healthy, fair, and eco-friendly food system.
-  Market transparency and tackling greenwashing are priorities in the **New Circular Economy Action Plan** and **New Consumer Agenda**.
-  Consumer choices for sustainable food are vital for the **EU's 2030 and 2050 climate goals**. The **Green Deal Industrial Plan** emphasizes providing reliable sustainability information.

# What we aim to achieve



Co-design methods and approaches to guide and change consumer behaviour and determine the persuasive cues to **promote sustainable consumer behaviour**.



**Empower food value chain actors** to make, distribute, and promote sustainable food options.



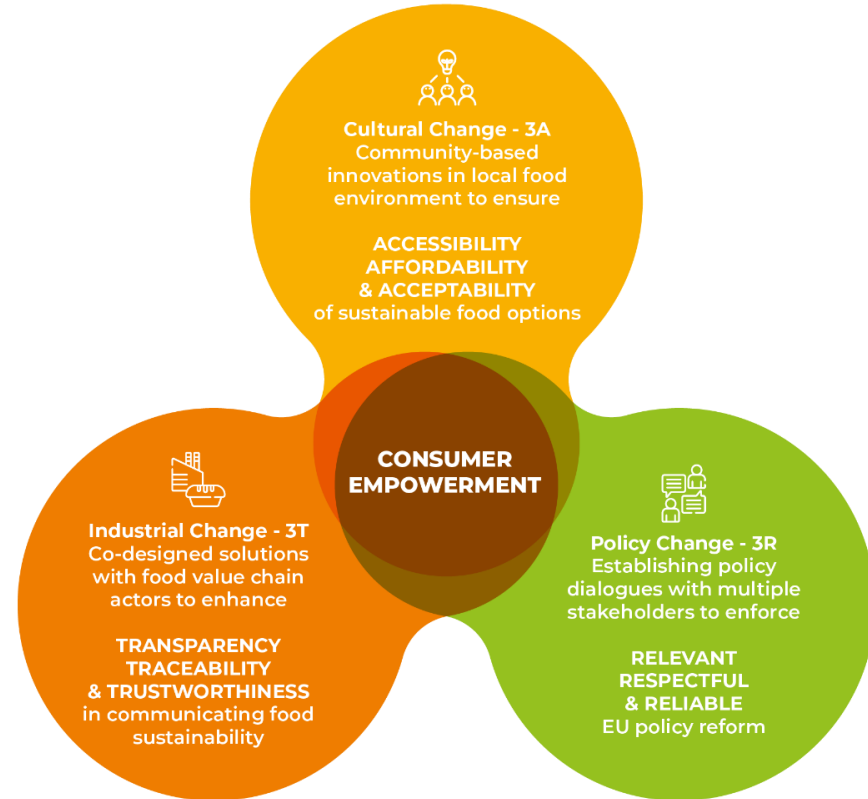
Increase **consumers' understanding** about food safety, labelling, and circular systems, as well as the impact of their own eating habits.



Establish **policy dialogues** with multiple actors and set up an advisory board to inform food system governance.

# How we will make this happen

CUES will foster a **Triple Change** in the food system concerning culture, food value chain, and policy aiming the consumer empowerment.







# Our intervention cases

## 9 INTERVENTIONS

-  Bulgaria
-  Greece
-  Hungary
-  Iceland
-  Ireland
-  Italy
-  Netherlands
-  Portugal
-  EU-wide hackathon

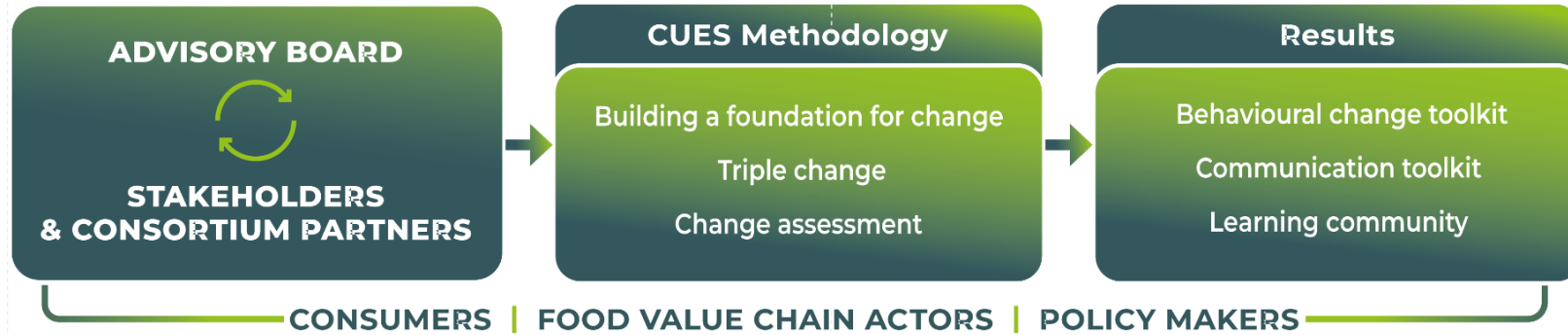
CUES partners will develop **9 intervention cases** involving consumers, actors in the food value chain, and decision-makers in 8 European countries plus an EU-wide hackathon.

 The food value chain stakeholders' intervention cases aim to increase the transparency and traceability of food labelling and promote consumer trust.

 The consumer-centred and community-led intervention cases to engage consumers across all cultural, demographic, and socio-economic backgrounds in the transition to a sustainable food system.

 Read more: <https://cuesproject.eu/intervention-cases/>

# Stakeholders and their involvement



Consumers



Stakeholders in the food value chain



EU Policymakers



Academics



Actors in the social innovation sector

# Impact



**Nutrition:** Increase sustainable food consumption for three (3) million consumers.



**Food:** Reduction of global food waste.



**Cultural:** Improved consumers' perceptions of desirability of sustainable food options.



**Food value chain:** Improved scalability of sustainable food business models.



**Policy:** Enhanced policies for transition to sustainable food system.



**Academic:** Training methods and insights to study sustainable food consumption.



# Synergies with the sister projects:

## High-level synergies:

- communication, dissemination, exploitation (e.g. sister projects featured on CUES website, newsletter)
- community development and complementarity
- results sharing
- joint events

## Thematic synergies on technical topics:

- Food traceability, safety, trustworthiness, labelling, digital solutions, value chains information → input for the intervention cases and policy networks
- CUES has a strong team in sustainable food communication and will release guides / tools on sustainable consumer behaviour → output for sister projects, but at a later stage



# CUES

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## Partners

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