



H2020 / SFS-19-2014: Sustainable food and nutrition security through evidence based EU agro-food policy

GA no. 633692

D11.3 First leaflet and press release

Websites, patents filling, etc.

WP11 Impact and Dissemination

Lead LEI-WUR (1)

Abstract: This deliverable embodies the first leaflet and press release. Results from Task 11.3. Dissemination materials include: a) two project leaflets, b) press releases on the project in English and translated into the partners' languages, c) two articles for specific magazines and relevant audiences, d) an entity poster or roll-up stand featuring the logo and key messages of the contract for use at booths and workshops, and e) a yearly electronic newsletter.



Version	Release date	Changed	Status	Distribution
V1	08/10/2015	-	Ongoing	Project Officer

Strengthening EU food and nutrition security requires more sustainable food consumption and production

To gauge the policy reforms needed for this major societal challenge, the SUSFANS-consortium will identify how **nutritional health and food production** in the EU can be better aligned. The multidisciplinary research agenda of SUSFANS will build a **conceptual framework, an evidence base and analytical tools** for underpinning **EU-wide food policies** - with respect to their impact on consumers' diets, on nutrition and public health, on the environment, on the competitiveness of the EU agricultural-food sector, as well as on global food and nutrition security (FNS).

Objective

The **framework, evidence base and tools** resulting from SUSFANS will help to **achieve future sustainable FNS in the EU**. It will do so by advancing the **scientific standards for metrics, models and foresight activities** that can support policy-makers and other stakeholders.

Methods

SUSFANS is based and focused on **models**. First, it will develop a **conceptual model of the food chain and its stakeholders** (Fig. 1). Secondly, SUSFANS will develop **suitable metrics and identify the major drivers for sustainable FNS**. In the end, data and models will be integrated into a **comprehensive set of tools** that can assess and forecast sustainable FNS in the EU.

The two core questions of this set of tools are: *what implications do the current diets have for the sustainability of production and consumption in the EU*, and: *what options does the EU agricultural and food-sector (including fisheries and aquaculture) have to improve diets in the near future (up to 5 years) and in the long run*

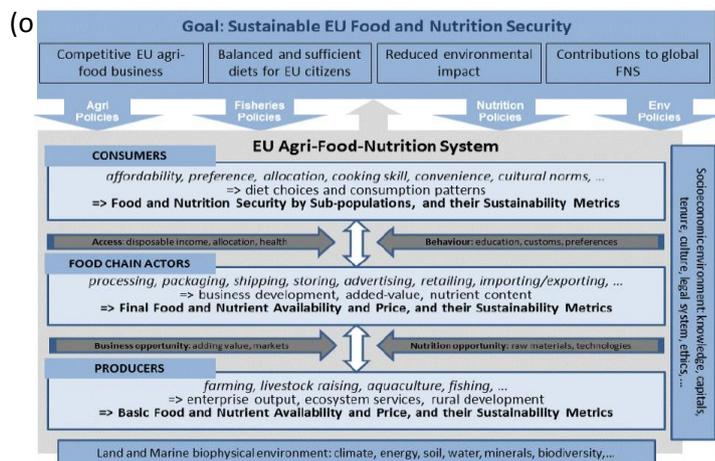


Fig. 1 Conceptual model

Project partners in 12 EU countries

Wageningen University and Research Centre (LEI and Human Nutrition)

Institute for Food and Resource Economics, Universität Bonn

INRA, Institut National de la Recherche Agronomique

CEPS, Centre for European Policy Studies

University of Oxford

IIASA, Internationales Institute für Angewandte System Analyse

Státní zdravotní ústav (Czech National Institute of Public Health)

ANSES, Agence nationale de sécurité sanitaire de l'alimentation, de l'environnement et du travail

CRA, Consiglio per la Ricerca e la Sperimentazione in Agricoltura

DTU, Danmarks Tekniske Universitet Fødevareinstituttet

ILSI-Europe (International Life Sciences Institute)

SP, Sveriges tekniska forskningsinstitut

JRC, European Commission Joint Research Centre IES

National Taiwan University

Luke, Luonnonvarakeskus (Natural Resources Institute Finland)

Associated industry partners

DSM Nutritional Products

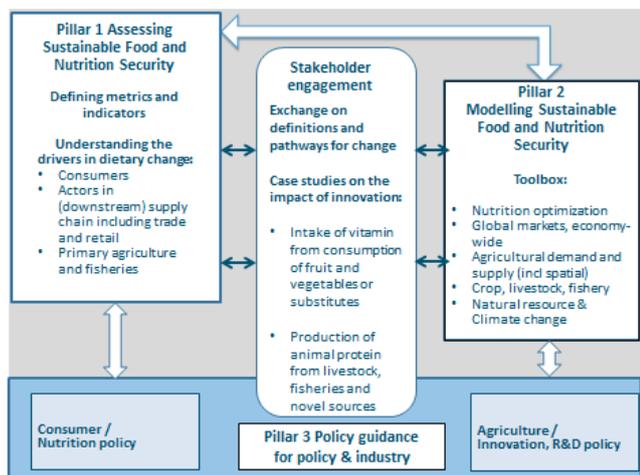
Dutch Dairy Association (NZO)

Unilever R&D

Coordination

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Agricultural Economics Institute LEI, Wageningen UR



The research carried out in SUSFANS (see Fig 2) will be based on three pillars, which are all connected to each other:

Pillar 1: Assessing sustainable FNS

The vision of sustainable FNS in Europe has to be based on **"SHARP" (Sustainable, Healthy, Affordable, Reliable, Preferred) diets**. Achieving this vision will imply that patterns of consumption, production, processing and trade have to change to make progress towards SHARP diets in Europe. We will map how world views on the vision for sustainable FNS are different. We aim to contribute to evidence to this debate by introducing a balanced set of **metrics on FNS and sustainability**. The set will cover the domains of public health & nutrition, environmental protection & resource use efficiency, and economic performance will be selected and tested with data and with insight from modelling tools. The purpose is to arrive at a standard method for assessing sustainable FNS.

Pillar 2: Innovative modelling of the nutrition chain

SUSFANS will develop a **coherent toolbox** (Fig. 3) that will integrate two complementary strands of state-of-the-art quantitative analysis: (i) **micro-level modelling of nutrient intakes**, habitual dietary patterns and preferences of individual consumers. The source for this analysis will be nutrition surveillance data in four Member States (CZ, DK, FR, IT), supplemented with market and experimental information on consumer choice. (ii) **macro-level modelling of food demand and supply** in the context of economic, environmental

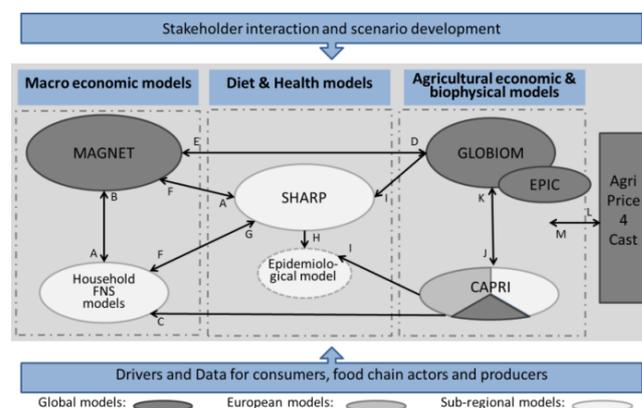


Fig. 3 SUSFANS Modelling toolbox

and demographic changes for different time settings and at geographical scales ranging from the global through Member States to the regional level. The data covers the European and global markets and food chains, in combination with the human capital and natural resource base. To develop and test such a toolbox, SUSFANS will combine **case studies and scenarios based on the input of stakeholders**.

Pillar 3: Case studies on producer and consumer innovations

Case studies are essential to find out which innovative sustainability pathways can contribute to developing scenarios and policies for future FNS in the EU. SUSFANS will therefore conduct case studies of innovations both on the **producers' as well as on the consumers' side**. Case studies will cover the supply chain of livestock and fish (from a producer's perspective) as well as the supply chain of fruit and vegetables (taking a consumer's perspective). Thus, SUSFANS' sustainability metrics, developed for assessing FNS in major current food supply chains, can be illustrated and validated before they will be part of the SUSFANS toolbox.

Engaging with stakeholders for impact

The involvement of stakeholders is a key element of SUSFANS. Therefore, the toolbox will integrate the **drivers, interests and perspectives of stakeholders and actors in the agricultural-food industry**. These stakeholders include farmers and fishers, food industry, consumers, civil society, media, and governments. We will develop scenarios that balance the interests from the various stakeholders and actors with an emphasis on nutritional, environmental, and economic sustainability.

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