

Thinktanks, NGOs, Academics....

# Q1: Results & Messages Resonating Most

- Inadequacy of current diets relative to guidelines
- Diversity among countries
  - Difficulties in assessing nutrient composition
- Unintended impacts
  - Trans-fatty acids -> palm oil production
- Trade-offs -> opportunities (innovation possibilities)

# Q2: How to Use Results

- Raise **awareness** of importance of issue
  - e.g. dieticians understand that recommendations have global implications
- Inform discussion on **specific policy measures**, such as sugar taxes
  - “Measures without regrets” - can you identify some?
  - No “perfect diet”
- Nationally-targeted **recommendations** for production & consumption?
  - But is that project’s role? Or more what-if...
  - Relevant for focus of discussions & debates in different countries
  - Scale issue (global, EU, country): scale of consumption is not aligned with that of production
- Target **local - city** level - engagement: is this possible?

# Q3: Formats for Using Results [1]

## Spider diagram

- Can help break silos
- Reveal / highlight different interests -> inform debates
- Specific countries - help identify where need more information
- How highlight more qualitative information & results e.g. land management (make clear what is included, especially “qualitative scenarios” )

## BUT....

- Too complicated for many stakeholders
- How complement for “simpler” key messages
- Interactive & animation

# Q3: Formats for Using Results [2]

- Infographics - short messages
- Short video to raise awareness with links to more information
- Tailored briefs to different stakeholder communities
  - Slide deck style with infographics
- Webinars