



**By eating well
we help the Planet**



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Project number:
LIFE16 GIC/IT/000038



The SU-EATABLE LIFE project has received funding from the LIFE programme of the European Union



SU-EATABLE LIFE
**Reducing carbon emissions in
the EU through sustainable diets**

Coordinating beneficiary:



**Barilla
Center**
FOR FOOD
& NUTRITION

Associated beneficiaries:



WAGENINGEN
UNIVERSITY & RESEARCH



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PROJECT FRAMEWORK

The EU food chain is at present highly carbon intensive and water intensive. EU agriculture is responsible for about 30% of EU CO₂ eq emissions, while about 44% of EU water extraction is used for agriculture. A significant contribution to reduce CO₂ eq emissions and water use pressure might come from the adoption of a more sustainable and healthy diet.

However, while people are generally aware that the food they eat is an important factor affecting their health, the impact that food production and consumption have on the world's resources is less known. There is therefore the need to build methods and tools that create awareness among the population on the potential savings of resources that correct diets can bring and stimulate the population to adopt such diets.

GOAL

The **SU-EATABLE LIFE** project aims to engage EU citizens to adopt a sustainable and healthy diet, that results in reduced carbon and water footprints, through the implementation of a series of activities in university and company canteens. The long-term objective is to contribute to a substantial reduction in CO₂ eq emissions and water saving in EU via citizen education and active engagement.



5 KEY OBJECTIVES AND ACTIONS

- **Collect and analyse** initiatives, projects and best practices that promote changes in dietary behaviour patterns towards a healthy and sustainable diet
- **Develop** an IT system to enable people to understand, learn and engage in sustainable diets, while monitoring the impact of their diet change in terms of CO₂ eq emissions and water saving. Dedicated features to certify and reward the choice of sustainable meals will be developed and integrated in the already existing **greenApes platform** (www.greenapes.com), which has the purpose of promoting sustainable lifestyles and behaviour change by leveraging on rewarding, social networking and gamification mechanisms
- **Carry out** engagement activities in university and company canteens
- **Engage** at least 5,000 people in order to adopt a sustainable diet
- **Reduce CO₂ eq emissions and water footprint** through the adoption of a sustainable diet.

EXPECTED IMPACTS

- A saving of about **5,300 tons of CO₂ eq** and **2 million cubic meters of water** after the 3-year project
- **5,000 people engaged** by the pilot activities
- The potential reduction of CO₂ eq emissions is up to **535 Mt of CO₂ eq per year** and the potential water saving is up to **200 billion cubic meters of water**, assuming that the entire EU population will adopt a sustainable diet
- Increasing the citizens' sensitiveness in **avoiding food waste** due to the awareness on the environmental impact of dietary habits
- Making relevant **reductions happen in the use of chemical substances in food production**: there is the potential to arrive at a 40% reduction in EU nitrogen emissions
- **Strategic partnerships** for replicability and transferability of the proposed solutions to other contexts and activities.

