



December '23

PLAN'EAT, ON OUR WAY TO TRANSFORMING FOOD SYSTEMS

PLAN'EAT is a Horizon Europe project that has started in September 2022 for a duration of 4 years. Its main goal is to transform European food systems and food environments towards healthy and sustainable dietary behaviour.

PLAN'EAT gathers 24 partners from 11 EU countries, including EU top universities, renowned research centres and expert non-profit organisations. Trans-disciplinary research will be conducted through the wide diversity of expertises required in food system transformation, i.e. ranging from social sciences to policy and economy to agricultural, food, nutrition and health sciences.

Project objectives and approach

The main objective of PLAN'EAT will be to foster the transition to healthy and sustainable dietary behaviour by understanding its underlying factors and drivers and by designing effective recommendations, tools and interventions targeting food system actors.

PLAN'EAT will implement a systemic and co-creation approach at **macro** (food system), **meso** (food environment) and **micro** (individual) levels. Various socio-cultural and geographic contexts will be considered by implementing 9 Living Labs (LLs), 5 pan-European food value chain Consultation and Working Groups (CWGs) and 1 Policy Lab.

- Understand the factors influencing dietary behaviour.
- Assess the environmental, social and health impacts of 3 dominant European dietary patterns through True Cost Accounting (TCA)
- Co-design effective (macro -meso - micro) recommendations, tools and interventions towards healthier and more sustainable dietary behaviour.

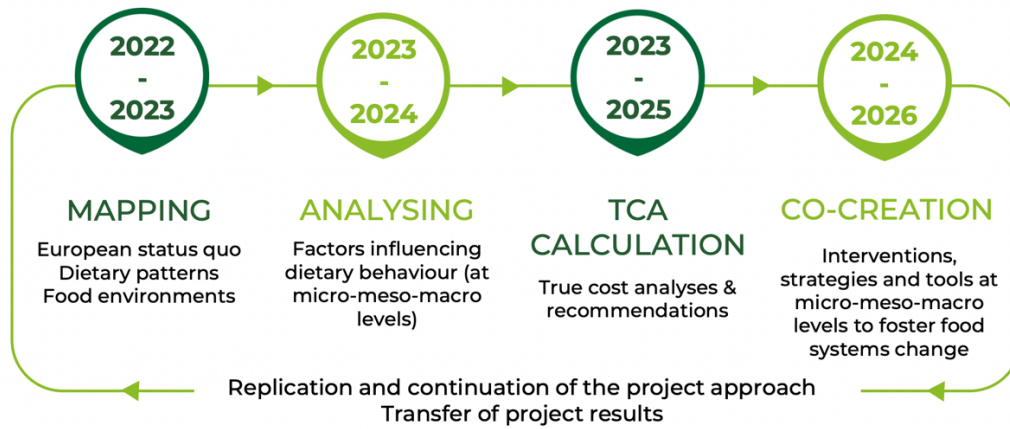
Project methodology

This year each LL has gathered all the main actors on whom transition ultimately depends (farmers, citizens, policymakers, schools, industrials, etc.) (WP5).

These actors will then be closely involved in the 4 main steps of the project:

- (22-23) Provide a snapshot of current situations in 9 European areas,
- (23-24) Study factors and drivers influencing dietary behaviour and identify key leverage points at micro, meso and macro levels,
- (23-25) Assess and compare different impact and true costs of dominant dietary patterns and

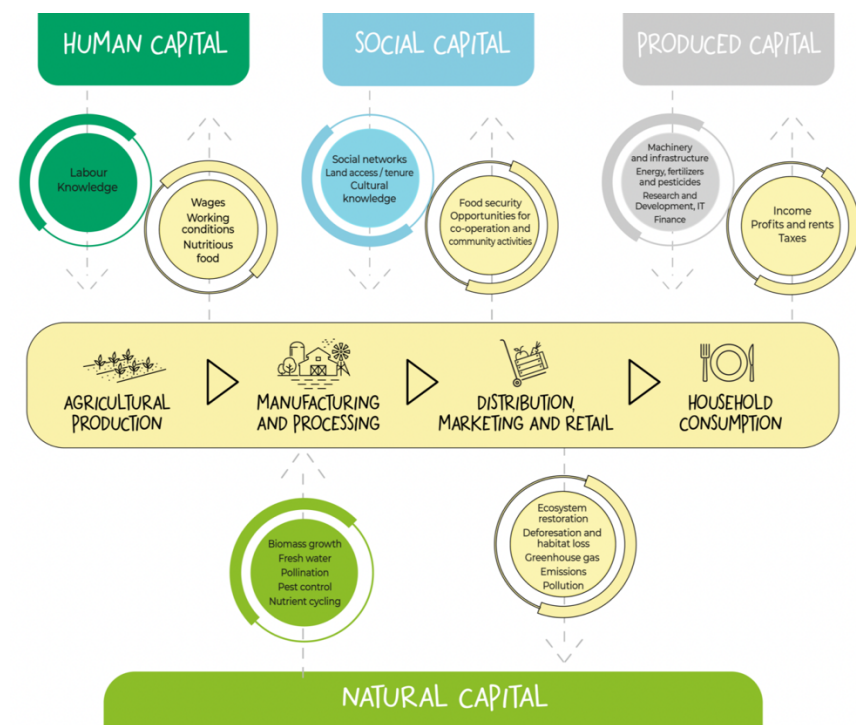
- (24-26) Build on identified leverage points to design an effective mix of interventions, strategies and tools to be used at different individual and system levels.



What is True Cost Accounting (TCA)? The key innovation of Plan'eat

To create a positive enabling environment for food choices, it is first necessary to understand their current impacts and which diets and food systems are desirable (i.e. those that are both healthy and sustainable).

True Cost Accounting (TCA) is a powerful tool which reveals the significant but economically invisible (natural, social and human) capitals and impacts that must be considered by food system actors (notably policy makers).



As trade-offs between sustainability and health in dietary-related interventions are complicated to define and may vary across regions, TCA will play a key role by:

- i) allowing for a comparison and understanding of different health and sustainability issues;
- ii) enabling policymakers to zoom in on the range and magnitude of impacts from food and food systems and identify priority intervention areas.

What happened in Year 1 ?

- 400 people have been gathered in the Living Labs (LLs) and Consultation & Working Groups (CWGs) -> if you want to join us, it is still possible! Register your interest here <https://vb23poilwv2.typeform.com/to/rb7XmnyJ> and we will re-contact you!
- Dietary patterns were mapped across 11 EU countries, food consumption was compared to the EAT Lancet recommendations and a score for Sustainability and Health (WISH score) was computed per country and target group.
- Several needs and initiatives of our targeted stakeholders were gathered (thanks to everyone who answered our survey!).
- High impact dietary behaviours (= behaviours to promote) were identified in each Living Lab, based on scientific evidence, for the different ages and population groups considered in our Living Labs

Stay tuned, we will publish about these results soon!

PRACTICAL INFORMATION

<https://planeat-project.eu/>

Follow Plan'eat on Linked'in: <https://www.linkedin.com/company/plan-eat-project/>

Interviews are possible with Juliette Soudon, Innovation consultant & collaborative project manager

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