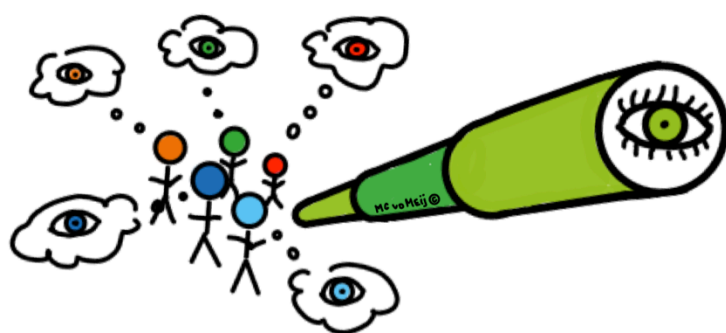




TRAINING AND REFLECTION MODULE

Citizen consultation on food system transformation



In a nutshell

This document provides a format for consulting citizens in a particular food system transformation.

What for?

The format can help to 1) explore and understand (community perspectives on transformation in) the food system; 2) work with communities (e.g. while running a Lab); 3) improve R&I policy coherence and alignment (based on citizen consultation).

How long?

The full format takes \pm 2 to 3 hours.

For whom?

Citizens in general or inhabitants of a specific area.

Created by

VU University Amsterdam, Athena Institute,
Dr. ir. M.G. van der Meij

Something to share?

Log in to the *platform* and leave a comment about this tool.

Date of creation: July 2020

How to cite?

Van der Meij, M.G. (2020). Citizen consultation on food system transformation; FIT4FOOD2030 tool



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774088

What will you gain from this?

Food system transformation facilitators, policy makers or researchers that apply the format described in this document, will get a sense for the perspectives present (among communities) in their local context regarding pathways to make food systems more sustainable.

At the same time, the format can function as a community-building tool, since participants get to know each other and each participant's perspective on food system transformation.

Last, the outcomes of the consultation process can serve as input for (local) policy making for food system transformation towards more sustainable ends.

Participants of the consultation will gain insights in food system transformation with a focus on increasing its sustainability (in the broadest sense of the word), including the efforts needed to realise that, their own and others' perspectives upon these, and inspiration for how they can contribute to such transformation.

CITIZEN CONSULTATION ON FOOD SYSTEM TRANSFORMATION

Focus on a shift from animal-based to plant-based proteins

This document provides a detailed **format** for citizen consultation on a specific transformation in the food system, e.g. for (local) policy making. The 'example transformation' presented in this format is the 'shift from animal-based proteins to plant-based proteins'. For a few decades, researchers, policy makers and companies are increasingly seeing such a 'protein transition' as a pathway towards a food system that is more healthy for humans and the environment (Lea et al., 2006). The idea of a food system transformation for sake of sustainability is lovely, yet the voices of citizens should be heard before inciting such a transition. Therefore, the format for consultation provided in this document can serve as a 'barometer' as well as a way to gain citizen-input for policy making on food system transformation towards (more) sustainable ends. The format can be seen as a workshop as part of a consultation process spread over a longer period.

Alternative food system transformations to be addressed in a citizen consultation process

The format described in this document can also be used for citizen consultation on other food system transformation pathways. Examples alternative transitions are '*making food systems more local*' (e.g. centred around the urban environment), '*the reduction of food and plastic waste, or personalized nutrition*'. The (preferred) ultimate aim of such pathways, however, remains the same: an increased environmental and human health. More information about various other food system transformation pathways can be found in [Appendix A](#).



Target audience

This format is designed for a variety of stakeholders with certain interest to be a driver in food system transformation. Users of this format can be intermediaries in food system transformation (including science centres), but also researchers or civil servants.

The targeted participants of the format provided in this document are 'citizens' (in the widest sense of the word). We advise to include a wide variety of citizens, in terms of age, location, gender, and ethnic background.

Age of participants

14+

Number of participants

6 people or more (divided in groups of 6 persons)

Number of facilitators

1 facilitator is needed for each 6 participants

Prior knowledge required for participation

There is no need for prior knowledge to be included in the consultation process, except insights in one's own food-related behaviours.

GETTING PREPARED

Set the scene

Consultation requires a process mind-set. The citizen consultation format described in this document should be seen as the outline for one session, within a larger process (over time) in which various sessions are being organized and compared.

We recommend titling the citizen consultation process – and hence each session – in line with the topic on which citizens are being consulted. In other words, if the focus lies on *'dietary shift from animal to plant-based proteins'* – like we do in this document – this topic should be included in the title and invitation to participants (e.g. *'speak up about our diet of the future'*). Alternatively, when e.g. waste reduction is the focal topic, the title could be *'how should we move towards zero food waste in our future society?'*. The word *'future'* in the title may not be suitable for each setting, but it can help to set the minds of participants into a creative and open mode.

Considering the nature of a consultation process, participants to include can be citizens with a high or middle schools age and older. Please consider inclusion of a cross section of your region or country's population in terms of age, gender, and (ethnic & educational) background, to adhere to principles of diversity and inclusion. Considering possible differences in perspectives between citizens from more urbanized areas and those that live outside these areas (more rural, to say), it could be interesting to aim for a geographic spread among the participants as well, whenever possible. Alternatively, it is an option to organize multiple consultation rounds with homogeneous participants, e.g. to lower thresholds for participation, after which cross-session analysis is needed to provide an overview on the diverse perspectives (that should be included in policy making on food system transformation).

When organizing events in the consultation process, we recommend a minimum of about 6 participants per session. In case of more participants in one session, the group can be split into two or three sub-groups (of 6 participants each) with a facilitator for each sub-group. Optional is to also have one note-taker in each sub-group. We recommend the facilitator to moderate the conversation in dialogue-style: focus on one topic at a time, give all participants equal opportunities to speak, and try to stimulate that participants adopt an open *'yes and'* attitude. Thinking along with one another and deepening questions from peers are welcome, whenever time allows it. The note-taker tries to report what participants say during each step, for cross-session comparison later on, especially if recording is not desired.



Materials

For off-line events in the consultation process:

- Tables, chairs, post-its and markers for each participant,
- Flip-charts for each table,
- Prints of a fill-in sheet, barrier and benefit cards, and a barrier-benefit matrix for each table (see Figure 1, 3 and 4, and [Appendices B-E](#)).

For on-line events in the consultation process:

- A zoom meeting link (and a pre-set break-out sessions in case there are more than 6 participants),
- PDFs of the print-materials listed above, and/or,
- A [Mural](#) or [Padlet](#) environment in which the visuals of the barrier and benefit cards are provided as a starting point for brainstorming.

Homework task for participants

Before a session, ask participants to prepare themselves by means of the following ‘homework task’: *make notes and/or take pictures of all your food consumption for three days. There is no right or wrong in doing this, just try to be as complete as possible (e.g. including in-between snacks or your liquid intake throughout the day). Please bring-along your notes and/or pictures to the session. Your notes will be used during the session.*

FLOW

As indicated earlier in this document, a consultation process mostly comprises of a process existing out of multiple events. The format described in this document, is suitable for a single event, namely a workshop with citizens. If a large number of participants are taking part in one workshop (e.g. 100), one event may provide enough input for the consultation process as a whole. However, most organizers may prefer to organise multiple events after one another, since smaller groups are slightly easier to facilitate (especially online), either with homogeneous or heterogeneous groups. In each case, an essential part of the consultation process is thorough analysis of the outcomes. When organizing various events after one another, the earlier events may serve as a start of the comparative analysis, while the later events serve as validation of identified outcomes. Alternatively, the analysis can also be done after all workshops (and/or other events) have been taking place.

The format described on the pages that follow after this section, follows a logical flow. In the introduction, after a brief explanation of the organizers, participants engage in a conversation with one another to ‘break the ice’, based on the homework task they were asked to perform. Then the organizers introduces a food system transformation, in the case of the format here this is ‘*a shift from animal-based to plant-based proteins*’. After a brief plenary reflection on this proposed transition (in which participants can propose modulations), participants brainstorm about barriers they foresee in such a transition, followed by a brainstorm on benefits of such a transition. Thereafter, participants rank the barriers and benefits and decide which actor (including themselves) should help to 1) overcome important barriers and 2) realize the benefits, in order to realize the transition.

FACILITATOR TIPS

Facilitation is crucial during events that are part of a consultation process. All voices should be heard and participants should feel comfortable and rewarded for their participation. We recommend organizers of the facilitation process to follow the brief guide with facilitation tips provided here:

<https://knowledgehub.fit4food2030.eu/facilitatorstips>

Nevertheless, since consultation is a process, certain process facilitation is required as well. This includes expectation management (e.g. by means of the invitation text), and informing participants about the outcomes derived from the event they had participated in, the next steps, and the final outcome(s) of the consultation process as a whole.



STEP 1: INTRODUCTION

DURATION: 15-25 minutes

Objective: make participants get to know each other

Instructions for the facilitator

Place participants in groups of ± 6 per table. Introduce the following aim and outline: *We are an independent organization, interested to consult you regarding the pathways to take for making our food system(s) more sustainable. [Add info about your organization here]. As part of this, in the upcoming XX minutes, we will engage in a dialogue about - and reflect on – (y)our food related habits and perspectives. We are open to all kinds of contributions from your side, and we are not looking for particular answers. During this workshop, it does not matter who you are or what you do in life; your ideas and opinions do matter. By the end of the workshop we will share more about how we intend to give a follow-up on the outcomes of this workshop.*

[In case relevant, this could be the right moment to ask permission for (audio-)recording for anonymous analysis.]

You have carefully monitored your food consumption for several days, and we will use your notes and/or pictures right now! Please pair with your neighbor; make sure that you get to know each other's names, and please exchange your consumption notes/pictures with one another. We will provide a sheet with several questions ([Appendix B](#)). Please interrogate one another and fill-out the sheet for your neighbor.

When participants seem to be ready, ask several participants to share in a plenary exchange:

- *What caught your attention regarding your own consumption patterns?*
- *Did you identify a major difference between yourself and your neighbor regarding consumption?*

When several participants shared their findings, wrap-up and bridge to the next step.



TIPS & TRICKS

For this introduction exercise, it may be interesting to put participants together with contrasting dietary preferences. Organizers can do this by asking participants for their lunch preferences in preparing the event.

(Nick) name: _____

How do you spend your food intake during the day? (Encircle the box(es) that applies/-ies)

Three main meals: breakfast, lunch, dinner (plus desert / snack / fruit around this)	Small meals throughout the day	Other, namely:
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What does a cooked menu usually/typically look like in your household? (Encircle the box(es) that applies/-ies)

Tripartite: grain-based products, veggies, meat (or replacement)	Everything mixed (salad, bowls, soup, pasta, pizza)	Other, namely:
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Where does your food inspiration usually come from? (Encircle the box(es) that applies/-ies)

Myself or from members of own household	From cooking books or alike (online)	Other, namely:
From friends or family (outside my own household)	From (personalized) Apps or databases of grocery stores	

Where do you usually buy your food? (Encircle the box(es) that applies/-ies)

In (large) grocery stores that have local and global assortments	In smaller-scale environments like (farmer-)markets with more local (and fresh) assortments	Other, namely:
--	---	----------------

How do you generally deal with your food waste? (Encircle the box(es) that applies/-ies)

We use a separate bin for food waste (or give it to animals)	We use a separate bin for (various types of) plastic	Other, namely:
We have/use no a separate bin for food waste	We have/use no a separate bin for (various types of) plastic	

Use an X to mark the box(es) that apply/-ies for the following questions

How much vegetables do you usually eat each day? Not counting potato chips, wedges, fries or crisps?	< 50 Grams	50-100 Grams	100-200 Grams	Other
How much fruit do you usually eat each day, not counting fruit juice? This may include dried fruits	< 1/2 piece	1/2 to 1 piece	1 to 2 pieces	Other

How often do you eat the following foods?

Frequency	(Almost) Daily	1-4 times per week	1-3 times per month	Never/ rarely
Nuts & seeds				
Legumes				
Whole meal bread or breakfast cereals				
Whole meal cooked cereals (e.g. pasta, rice, noodles)				
Meat				
Fish/seafood				
Eggs				
Dairy (e.g. milk, cheese)				
Fruit juice				

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774088

Figure 1

The fill-in sheet for participants (see [Appendix B](#)) that can be used in the introduction, as an icebreaker and get-to-know each other exercise.



STEP 2: FOOD SYSTEM TRANSFORMATION

DURATION: 10 – 15 minutes

1. Scenario introduction

Objective: make participants familiar with the idea of a particular food system transformation

Present the following scenario for participants: *“National governments, companies and researchers are working on sustainable pathways for our future food system. One of the things that many actors consider is a dietary shift towards ‘alternative proteins’ in 2030. Such a diet would comprise of an eating pattern dominated by fresh or minimally processed plant foods, and a decreased consumption of (cattle) meat, eggs and dairy products. Compared to meat-centred diets, this dietary shift involves an increased consumption of a variety of grains (specially whole grains), fruits, vegetables, legumes, nuts, seeds and insects(based ingredients). In other words, the diet is not necessarily (fully) vegetarian.”* (Adopted and adjusted from Lea et al., 2006)

As an option, the scenario can be complemented with components that put more emphasis on the improvement of ‘environmental and human health and/or equality’ as well, e.g.: *“There is an attractive and affordable (large) variety of food products and drinks that are nutritious, low in sugar, salt and fats, focused on (fresh) fruits and vegetables, whole grains and lean protein, and they are preferably seasonal, local, (certified) organic, and waste-marginalizing.”* (Adopted from Micha et al., 2018; Niebylski et al., 2014; Sonnino, 2007; Smith et al., 2015)

It is recommended to make the scenario text visible for the participants. Feel free to illustrate the scenario with pictures or visualizations (see e.g. Figure 2), or more physically, with the corresponding products of, or objects related to, the diet on each table.

2. In-between voting

Objective: get a feeling for the support among these participants to realize the food system transformation proposed in this scenario

Ask participants to vote:

- Who would vote YES for this scenario in 2030? (Count the votes)
- Who would not favor this? (Count the votes)
- Who has no opinion / is neutral? (Count the votes)

Ask from all ‘types of voters’ to elaborate on their preference(s). Try to spend equal time on all opinions for fairness (e.g. 2 minutes). In case participants share interesting concerns or ideas regarding the scenario: ask them what they would change in it and why. Emphasize that the next step of the workshop focuses on concerns, barriers and benefits regarding the scenario (that participants will inevitably mention in their elaborations and suggestions), in order to move to the next step.



Figure 2

Examples of alternative proteins as replacers of (traditional) animal-based proteins



STEP 3: DIALOGUE ON BARRIERS & BENEFITS

DURATION: 30-50 minutes

Objective: make participants explore (their) (fore)seen barriers/concerns and benefits/opportunities of (realizing) the food system transformation as proposed in the scenario

Provide participants the barrier-cards (the red cards, see Figure 3 and [Appendix C](#)). Make sure that the categories are well mixed (personal, family, health, information and societal barriers / concerns). Ask participants to 'play quartet': each participant receives \pm 6 cards (their 'stack'). Ask them to read their 'own' cards (no verbal exchange yet), and select one card that they feel personally connected to, with the earlier provided scenario in mind. They keep this one selected card and pass the rest of their stack to their neighbor clockwise. They can select one more card from the new stack, based on their own preferences again. By now, 12 cards are selected (two per participant). If participants cannot find a (good) card that applies to them, participants can choose to fill-in an empty 'wild card'. Once ready, the facilitator asks participants, one by one, to motivate their choices for the two selected cards to the others. Allow other participants to ask deepening questions to one another.

Provide participants the benefit-cards (the green cards, see Figure 3 and [Appendix D](#)). Repeat the previous exercise for these cards. Wrap-up: mention that the barriers and benefits function as guideline for conversations in the next step.

Note for facilitators/organizers: these brainstorm elicit the by citizens desired adjustments to and attention points of the scenario at stake in the workshop / consultation process, in order to make the proposed food system transformation socially robust.

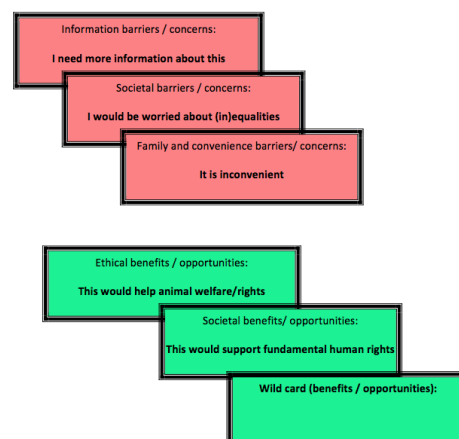


Figure 3

Barrier cards (red) and benefit-cards (green) for the brainstorm about the scenario for a transition towards alternative proteins.

STEP 4: DIALOGUE ON ROLES AND RESPONSIBILITIES

DURATION: 20-30 minutes

Objective: explore the actions that participants see as required for the transformation (from themselves as well as from other actors)

- Ask participants to overview their discussed barriers/concerns and benefits/opportunities. Ask them to rank the benefits and barriers in a matrix (see [Appendix E](#); an example ranking is displayed in Figure 4).
- Ask participants to collaboratively think of incentives that would strengthen the benefits and overcome the barriers that are positioned in the matrix' box 'action for ourselves' and 'important'.
- Ask them to write down each incentive on a post-it and place it on top of the corresponding barrier or benefit in the matrix.

Having spoken about personal change and incentives needed for that, it is time to dialogue about roles and responsibilities of various other actors in society: who should (not) do what to realize the transformation? Primarily focus on the most crucial barriers and benefits that were identified (matrix bottom-right) and secondarily on other things (e.g. cards in other parts of the matrix or other topics).

- Ask participants to assign roles and responsibilities to (at least) local, national or international government. Make them write the actor (and notes on the assigned roles and responsibilities) on a post-it or on the sheet of the matrix itself.



Note for facilitators/organizers: these brainstorms elicit the by citizens regarded important actions required for food system transformation in the local context. Make notes about the roles and responsibilities that participants assign to themselves and the various policy actors. In facilitating conversations, try to get participants talking about how they think that each actor should take its role and/or responsibility; e.g. should the local/national/international government be directive (e.g. repulse all meat production/plastic drinking cups/big companies in the area) or shape more the conditions for change (e.g. provide subsidiaries for companies that focus on meat/plastic alternatives).

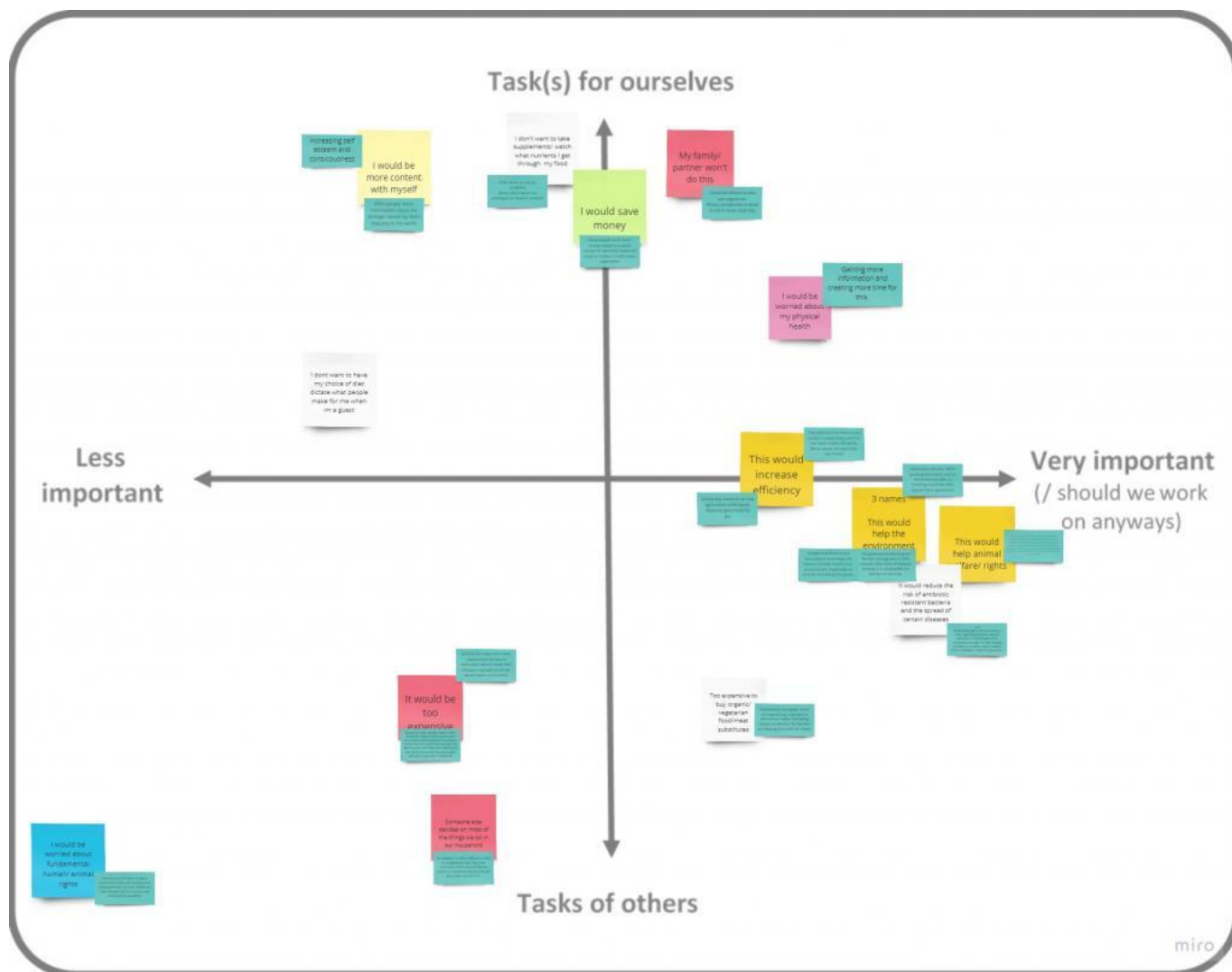


Figure 4
Example of barrier and benefit card ranking by means of the matrix; done by (vegetarian) participants of a citizen consultation session in the Netherlands.



STEP 5: FINAL VOTING & ROUNDING UP

DURATION: 15 minutes

Objective: check if citizen support the realization of the scenario that was a stake during this workshop and why (not), regarding everything that has been dialogued on

Ask participants to vote again:

- *Who would vote YES for this scenario in 2030? (count the votes)*
- *Who would not favor this? (count the votes)*
- *Who has no opinion / is neutral? (count the votes)*

Ask from all types of voters to elaborate on their preference(s), regarding the reflection and conversations that took place during the workshop. Try to spend equal time on all opinions for fairness.

Wrap-up the session by e.g. referring the next steps of the consultation process:

- How/when a summary of the workshop highlights will be sent to participants for agreement and/or feedback.
- How this and other citizen workshop outcomes will be analyzed and compared.
- In case participants want to know more about possible pathways towards 'the protein transition', please find more information in [Appendix F](#) on this.
- Steps to be taken to generate recommendations on (local) food system transformation (Research & Innovation) policy based on the analysis of the citizen consultation process.
- Other next steps to keep actors engaged in the future of your lab.

In case organizers aim to report the session outcomes in a systemic way, please find inspiration in [Appendix G](#).

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APPENDIX A

The following pathways are interesting alternatives for a citizen consultation process comparable to the format provided in this document:

1. Urban food systems
2. Food systems waste streams (reduce food & plastic waste)
3. More food from ocean (aquaculture & marine biomass for food)
4. Personalized nutrition (sustainable healthy diets)

In the sections below, we present for each of these four pathways a possible scenario that can be used in the format as described in this document (instead of the one provided in the format as it is now).

Please also take in mind that an alternative pathway may require adjustment to various steps and tools of this format, namely:

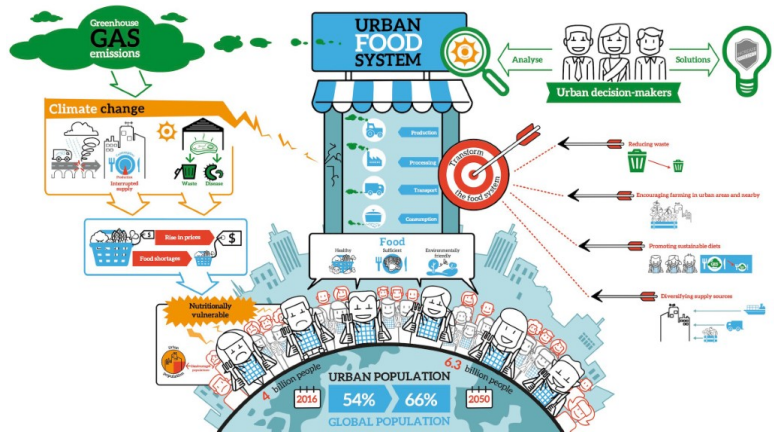
- Step 1: The 'Foodie' get-to-know-your-neighbor fill-in sheet ([Appendix B](#)) can be shortened in line with the focus of the scenario:
 - Workshops on scenario 2 may benefit mostly from questions about locality of purchase and consumption of food (e.g. nearby farmers), HORECA and canteen consumption habits, and/or home or community gardening for own food consumption. There is one question about that in the current sheet, but more questions may be useful to get the conversation between participants going on urban food systems from the start of the workshop.
 - Workshops on scenario 3 may require more questions on waste treatment of participants. Idem, there is one question about it in the current sheet, but more may be useful to incite conversations between participants about food and plastic waste reduction from the start of the workshop.
 - Workshops on scenario 6 may need more focus on marine versus land consumption. There is one item on eating fish (or not) in the last table. But more questions may be suitable.
 - Workshops on scenario 8 may need questions about (professionally supported) self-monitoring and the use of apps in food consumption. Idem there is one question on that (where do you get your food inspiration from?) but more questions on this topic may be suitable.
 - One note: please do not include questions that 'assess' your participants' knowledge in the 'get to know each other sheet'. We assume them knowledgeable (enough) by default. It is not about what they know, but about what they think and why.
- Step 2: Stay the same, except that the scenario proposed to participants is different (namely, e.g., the ones described in this Appendix).
- Step 3: The barrier/concerns and benefits/opportunities cards of this template are derived from literature on shifting towards a plant-based diet (instead of a meat-based diet). However, we adjusted them to make them more generally applicable. Only for the barriers, we included one small extra set of cards that is exclusively suitable for dietary shift scenarios (1 and 6). The barriers and benefit cards may need a check to see whether they are fully suitable to the other scenarios as well, but most of them seem suitable now.
- Step 4: The matrix for benefit and barrier categorization may require different categories but we think they are universally replicable. Important in this step is the focus on own responsibilities and roles, and those of local, national and international governments.
- Step 5: The round-up and final voting can be (almost) the same.



Urban food systems

“Various governments, companies and researchers are working on plans to make our (future) food system more sustainable. One of the things that they consider is to focus on strengthened ‘urban food systems’ in 2030. This refers to a food system that is more centered ‘in and around’ the local urban setting, since an increasing part of the human population is moving towards and living in urban areas. Such urban food systems would, amongst others, comprise of (see the example figure on the right):

- Locally produced energy-, resource- and waste (re-)use,
- Diversified distribution systems (fine-meshed transport network),
- Urban decision making structures,
- Healthy, sufficient (affordable) and environmentally friendly food for all, including currently nutritionally vulnerable groups, offered in (school/office) canteens, HORECA, and (retail) channels with access to local and fresh products of near-to-city farmers,
- More consumption based on community and home gardening.”



Food systems waste streams (reduce food & plastic waste)

“Various governments, companies and researchers are working on plans to make our (future) food system more sustainable. One of the things that they consider is to focus on strengthened ‘food systems waste streams’ in order to reduce food and plastic waste by 2030 (see the exemplar figure below). This comprises the infrastructure on household and industry level for:

- Structures and (market) incentives for the safe (re-)use of amortized food.
- Separated collection for various food wastes, such as left overs and peels, but also for various types of packaging.
 - Food waste is collected and digested to generate energy (biogas) and new food (liquid) fertilizers.
 - Packaging is collected with a fine-meshed recycling program.

In addition, there are financial stimulation programs for reducing and introducing biodegradable packaging in all aspects of the food system. To prevent micro-plastics from spreading in the environment, the illegal and street dumping of plastic waste is heavily fined.”

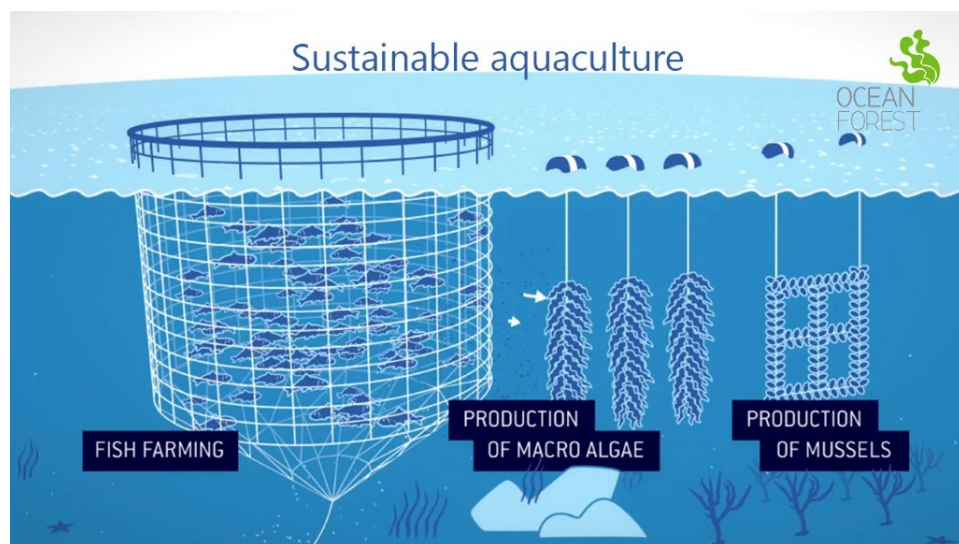


More food from ocean (aquaculture & marine biomass for food)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774088

“Various governments, companies and researchers are working on plans to make our (future) food system more sustainable. One of the things that they consider is to work towards a so-called ‘ocean-based’ diet in 2030 (see an example picture below). This diet is *an eating pattern dominated by fresh or minimally processed plant foods complemented with e.g. algae, sustainably-cultivated and -caught fish breeds, and a decreased consumption of meat, eggs and dairy products. Compared to meat-centered diets, it involves increased consumption of a variety of grains (including whole grains), fruits, vegetables, legumes, nuts, seeds and ocean-based products. In other words, the diet is not necessarily vegetarian.*”



Personalized nutrition (sustainable healthy diets)

“Various governments, companies and researchers are working on plans to make our (future) food system more sustainable. One of the things that they consider is to work towards a so-called ‘personalized nutrition’ in 2030 (see an example picture below). Such nutrition would comprise of *eating based on peoples’ own DNA profile, microbiome analysis, BMI and (self-)tracking of other health indicators, with the support of experts like dieticians and smart technology, like certified Apps.*”



APPENDIX B

Sheet to analyze your neighbor during the introduction (note: you have 5 minutes for this)

(Nick) name:

How do you spread your food intake during the day? *(Encircle the box(es) that applies/-ies)*

Three main meals: breakfast, lunch, dinner (plus desert / snack / fruit around this)	Small meals throughout the day	Other, namely:
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What does a cooked menu usually/generally look like in your household? *(Encircle the box(es) that applies/-ies)*

Tripartite: grain-based products, veggies, meat (or replacement)	Everything mixed (salad, bowls, soup, pasta, pizza)	Other, namely:
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Where does your food inspiration usually come from? *(Encircle the box(es) that applies/-ies)*

Myself or from members of own my household	From cooking books or alike (online)	Other, namely:
From friends or family (outside my own household)	From (personalized) Apps or databases of grocery stores	

Where do you usually buy your food? *(Encircle the box(es) that applies/-ies)*

In (large) grocery stores that have local and global assortments	In smaller-scale environments like (farmer-)markets with more local (and fresh) assortments	Other, namely:
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How do you generally deal with your food waste? *(Encircle the box(es) that applies/-ies)*

We use a separate bin for food waste (or give it to animals)	We use a separate bin for (various types of) plastic	Other, namely:
We have/use no a separate bin for food waste	We have/use no a separate bin for (various types of) plastic	

Use an X to mark the box(es) that apply(/-ies) for the following questions

How much vegetables do you usually eat each day? <i>Not counting potato chips, wedges, fries or crisps?</i>	< 50 Grams	50-100 Grams	100-200 Grams	Other
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How much fruit do you usually eat each day, not counting fruit juice? <i>This may include dried fruits</i>	< ½ piece	½ to 1 piece	1 to 2 pieces	Other
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How often do you eat the following foods?

Frequency	(Almost) Daily	1-4 times per week	1-3 times per month	Never/ rarely
Nuts & seeds				
Legumes				
Whole meal bread or breakfast cereals				
Whole meal cooked cereals (e.g. pasta, rice, noodles)				
Meat				
Fish/seafood				
Eggs				
Dairy (e.g. milk, cheese)				
Fruit juice				



APPENDIX C

Barriers / concerns cards.

Either make these cards digital in an online environment, or print them and cut along the black lines.

Personal barrier/ concern: I think humans are meant to eat lots of meat
Personal barrier/ concern: It would not be tasty enough
Personal barrier/ concern: I would need to eat such a large quantity of plant foods
Personal barrier/ concern: I don't want to change my habits or routines
Personal barrier/ concern: It would not be (ful)filling (enough)
Personal barrier/ concern: I don't want people to think I'm strange or a hippy
Personal barrier/ concern: I wouldn't get (enough)energy or strength of it
Personal barrier/ concern: I won't have enough (free) choice anymore
Personal barrier/ concern: I don't want to do strange or unusual things

Family and convenience barriers/ concerns: My family/partner won't do this
Family and convenience barriers/ concerns: It is inconvenient
Family and convenience barriers/ concerns: It takes too long / too much time
Family and convenience barriers/ concerns: Someone else decides on most of the things we do in our household
Family and convenience barriers/ concerns: This option will not be available in my hometown/neighborhood
Family and convenience barriers/ concerns: I don't know how to do/realize this
Family and convenience barriers/ concerns: I don't have enough willpower to do this
Family and convenience barriers/ concerns: I would (or do) miss my old habits
Family and convenience barriers/ concerns: I would have to go shopping too often
Family and convenience barriers/ concerns: It would be too expensive



.....Column Break.....

Health barriers/ concerns:

I would be worried about my physical health

Health barriers/ concerns:

I would get worried about my mental health

Health barriers/ concerns:

I would get worried about the health of others

Societal barriers / concerns:

I would be worried about (in)equalities

Societal barriers / concerns:

**I would be worried about fundamental human
/ animal rights**

Societal barriers / concerns:

**I would be worried about the role of
technology**

Information barriers / concerns:

I need more information about this

Information barriers / concerns:

I don't know how to do this

Information barriers / concerns:

**I don't know where to get more information
about this**

Wild card (barrier / concern):

Wild card (barrier / concern):

Wild card (barrier / concern):

Wild card (barrier / concern):

Wild card (barrier / concern):



APPENDIX D

Benefits / opportunities cards.

Either make these cards digital in an online environment, or print them and cut along the black lines.

Well-being benefits/ opportunities: I would be more content with myself
Well-being benefits/ opportunities: I would have a better quality of life
Well-being benefits/ opportunities: I would enjoy this
Well-being benefits/ opportunities: I would behave more natural
Well-being benefits/ opportunities: It would lower my chances of getting sick
Well-being benefits/ opportunities: There would be a bigger variety to choose from/between
Well-being benefits/ opportunities: There would be an abundance
Well-being benefits/ opportunities: I would be(come) more social(ly engaged)

Weight and health benefits/ opportunities: This would prevent me from making unhealthy choices
Weight and health benefits/ opportunities: It enables me to better control my weight
Weight and health benefits/ opportunities: This would prevent diseases in general
Weight and health benefits/ opportunities: It would help me to stay healthy
Weight and health benefits/ opportunities: It would make me (more) fit
Weight and health benefits/ opportunities: It would make me feel energetic



Ethical benefits / opportunities:

**This would decrease/ eliminate issues in the
'Developing Countries'**

Ethical benefits / opportunities:

This would help animal welfare/rights

Ethical benefits / opportunities:

This would increase efficiency

Ethical benefits / opportunities:

This would help the environment

Ethical benefits / opportunities:

This would help me to appear 'cooler' to others

Convenience and financial benefits /
opportunities:

This would help me to save time

Convenience and financial benefits /
opportunities:

I would have fewer storage problems

Convenience and financial benefits /
opportunities:

I would save money

Societal benefits/ opportunities:

This would diminish (in)equalities

Societal benefits/ opportunities:

This would support fundamental human rights

Societal benefits/ opportunities:

**This would give technology the right role in
our lives**

Wild card (benefits / opportunities):

Wild card (benefits / opportunities):

Wild card (benefits / opportunities):

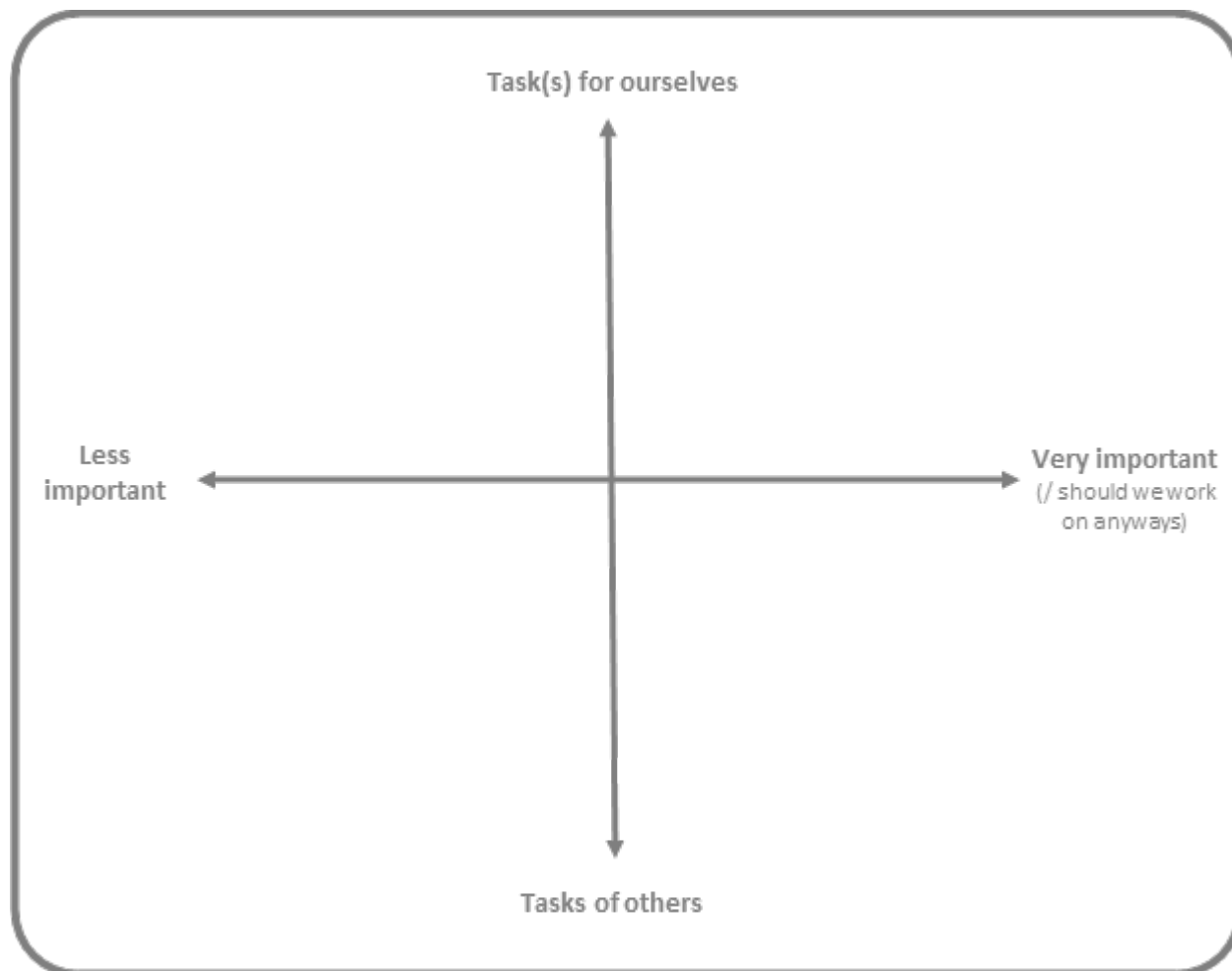
Wild card (benefits / opportunities):



APPENDIX E

Matrix for barriers/concerns and benefits/opportunities analysis

Can be printed on an A4 sheet, or participants draw this on a flip-over themselves (in case of an offline workshop), or inserted in an online environment like Padlet or Mural (in case of an online workshop).



APPENDIX F

Additional information on the various possible routings for a protein transformation

Note: The following information is only relevant if 'the protein transition' is the topic at stake in your citizen consultation process.

Numerous routings exist for a transition towards a more plant-based (healthy and sustainable) diet. Schösler et al. (2012) roughly distinguish between the following routing options (the interpretation of these bullets may depend on how 'meat-less' you want to go eventually):

- Reduction: stimulate less meat consumption (fewer times per week/month), and smaller portions of meat when eating it.
- Incremental change: firstly, stimulate replacement of animal-based components in meals by other animal-based components (e.g. fish, eggs, cheese). Secondly, hereafter stimulate replacement with pragmatic/convenient replacements (preferable ones that look the same as meat, more or less) such as tofu, seitan, falafel, vegetarian burgers, balls, schnitzels, (insects?), etc. Thirdly, stimulate replacement by less processed variants (lentils, beans, etc.).
- Hierarchical and format change: stimulate attitude change (to see plant-based as healthier and more sustainable than meat-based diet) and shifts from traditional tripartite meal formats (grain, veggies, meat) to fused and mixed cooking and eating. This requires also a cultural shift, e.g. to change the reputation of new age or slow cooking movements.

Important to mention here: the possibilities for change depend on cultural aspects too (Schösler et al., 2012):

- Change is more difficult in cultures with a so-called 'food hierarchy' based on 'meat-over-plants', compared to cultures that embrace a 'plants-over-meat' hierarchy.
- Food formats, often coming along with cultural preferences as well, can hamper or ease options for transition among citizens as well. The after-World War II established/adopted 'tripartite' principle (e.g. potatoes, veggies, meat) can hamper transformation, whereas cultures or generations that do not hold to this so much (anymore) allow more space for change.



APPENDIX G

Inspiration for systemic reporting of each session in the citizen consultation process

We recommend to report of each session (at least) the following aspects:

- Description of the workshop composition (the participant composition in terms of diversity, number of tables or online break-out rooms, number of participants per table / break-out room, number of facilitators / note takers per table / break-out room, set-up of the room / Zoom meeting, use of PowerPoint slides and/or other (online) materials)
- Introduction:
 - A brief summary on what participants share (during the plenary exchange) about their exchange in duos on food habits. Do they seem to be a rather (non-)homogenous group in terms of their behaviors (and if yes, in what way?).
- Initial (intuitive) responses to the scenario:
 - How do participants respond to the scenario during the voting, when asked to explain their vote? On what kind of details or aspects of the scenario do they express disapproval or appreciation for and why?
 - If you did, what kind of changes did participants suggest to the scenario and why? And did you continue working on the scenario with or without the suggested change(s)?
- Barriers / concerns:
 - A brief summary on what kind of barriers were dominant in the conversation and why.
- Benefits / opportunities:
 - A brief summary on what kind of benefits were dominant in the conversation and why.
- Roles and responsibilities:
 - Pictures of how the participants filled the quadrants,
 - A summary of the conversations about the cards that are placed on the right side (action for now).
 - A summary about roles and responsibilities they assign to themselves and why? What roles and responsibilities do they assign to local, national and international governments, and why? If they addressed 'other' stakeholders, why were they selected and what roles/responsibilities were assigned to them and why?
- Wrap-up:
 - A summary of possible comments that participants share during the final voting or the plenary round up of the workshop.
- Space for your own comments as facilitator or observer.





Coordinated by:



Partners



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