



## COMMUNICATION TOOL

# Policy Brief 2: Key Research and Innovation questions on engaging consumers in the delivery of FOOD 2030



**POLICY BRIEF 2**  
KEY RESEARCH AND  
INNOVATION QUESTIONS ON  
ENGAGING CONSUMERS IN THE  
DELIVERY OF FOOD 2030

## In a nutshell

This policy brief of the European Union (EU) Think Tank – part of the FIT4FOOD2030 project, highlights major R&I gaps, which according to the EU Think Tank need to be filled to better inform policy makers as to how best enable and encourage consumers to select more sustainable diets.

### What for?

To explore and understand the food system  
To educate or train people on food system transformation

### How long?

Not Applicable

### For whom?

Policy makers, professionals

### Created by

FIT4FOOD2030 EU Think Tank

## Something to share?

Leave us a comment about this tool on [the platform](#).

This tool was developed as part of FIT4FOOD2030 project, see this tool and others on the [FIT4FOOD2030 Knowledge Hub](#).

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How to cite?

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## What will you gain from this?

This policy brief will introduce you to the study of food consumption from a systems approach. It will share how R&I can be improved to inform policy makers on best ways to enable consumers to select more sustainable diets. You will learn what the suggested changes imply for R&I and R&I policy makers.

## Thematic area

Food systems approach, Research and Innovation, food choice, sustainable diets

## Access to the tool

<https://fit4food2030.eu/wp-content/uploads/2020/04/FIT4FOOD2030-Key-Research-and-Innovation-Questions-on-Engaging-Consumers-in-the-Delivery-of-Food-policy-brief.pdf>



# POLICY BRIEF 2: KEY RESEARCH AND INNOVATION QUESTIONS ON ENGAGING CONSUMERS IN THE DELIVERY OF FOOD 2030

This policy brief of the European Union (EU) Think Tank – part of FIT4FOOD2030 project draws on key research findings on the multiple factors that influence food consumption practices. Its aim is to highlight major R&I gaps which according to the EU Think Tank need to be filled to better inform policy makers how to best enable and encourage consumers to select more sustainable diets.

## Key Message

Food system transformation requires major changes in food consumption practices. Consumers could play central roles to stimulate these changes, which needs to be fully recognised.

Multi-stakeholder R&I efforts should focus more on the interactions between individual, contextual and policy factors influencing consumption patterns, with specific attention to the dynamic character of food environments. Consumers should be empowered and engaged in decision making, through co-design, co-creation, co-implementation and co-assessment.



Coordinated by:



## Partners



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