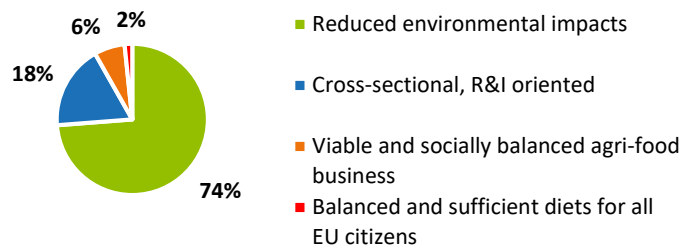


### A3.16 Policy actor: Society at large

The society acts as an **ultimate beneficiary** in our EU food policy mapping. Nevertheless, addressing citizens – actors who go beyond the traditional food policy setting – also creates bidirectional connections. The society, indeed, may play the active role of eliciting **non-governmental input on food policy changes**, considering its unique position to identify local needs and gaps. Making citizens realise the benefits they gain from food and environmental policies – and the resulting reciprocal relationships between all different food system’s actors – could enhance public support and involvement, thus ensuring the long-term success of local initiatives and policies.

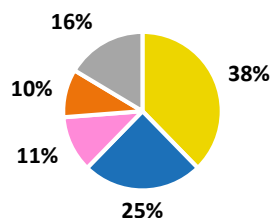
#### Proportion of mapped policies by POLICY GOAL

The vast majority of food policies addressing citizens aims at reducing those **environmental impacts** that prove harmful for the society at large (74%). The small share of nutrition and food safety policies is due to the distinction made between the “society at large” and “consumers” target groups.



#### Proportion of mapped policies by PRIMARY TARGET

- Farmers
- Research sector
- Industry-based research
- Food industry
- Others

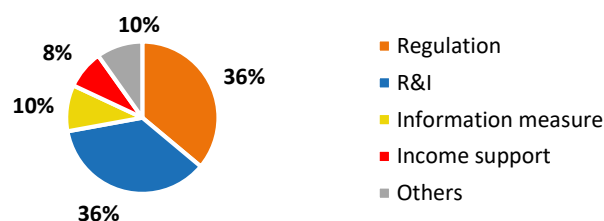


According to our policy mapping, **farmers** are those food system actors having the greatest impact on society’s wellbeing (38%), as they take care of the land we live on and are in charge of producing our ultimate source of livelihood.

Despite often being two overlapping concepts, citizens and consumers maintain specific features that differentiate them as target groups. Only one mapped citizen-oriented policy acts through consumers.  
*How could policies act more effectively through consumers to benefit the whole society?*

*Considering the influence of the **food industry** on the status of the environment, should it play a bigger role in benefitting the society as a whole by reducing its **environmental impacts**?*

#### Proportion of mapped policies by INSTRUMENT



*Should the incidence of **information measures** be improved to allow citizens becoming more conscious and effective food policy players? Is this kind of measure useful to foster an inclusive and collaborative food governance between societies (and therefore cities)?*

*Is it time for the **education sector** to provide students at all levels with adequate training on the subjects of food and environment?*