

A4.3 Policy instrument: Education measures

Education is a key policy instrument for addressing all FOOD 2030 priorities and building coherent and cross-sectoral strategies. Depending to the thematic area they aim to address, education measures range from the promotion of a **behavioural change** towards more conscious choices, the incorporation of **nutrition and food science classes** in higher education, educational programmes to bring children closer to the health and food issue, to **support and free advice** for employees who work in the agri-food sector.

Proportion of mapped policies using education measures by GOAL

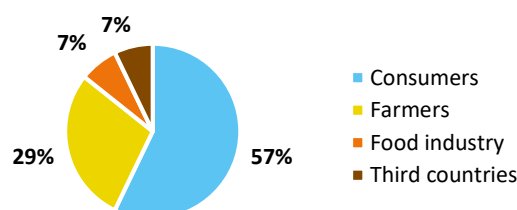


As it emerges from the mapping, **nutrition** is the policy area that calls the most for education measures (50%). The number of food-related degree programmes in Europe continues to increase, and creative ways to sensitise children to this topic are being tested in kindergartens and primary schools. This kind of policies are extremely relevant to counterbalance today's trend towards fast and convenient food – which often has low nutritional value, wasteful packaging and rely on imported ingredients – linked to changing lifestyle and time constraints on cooking activities.

*Considering its urgency, is the **environment** – and all related sustainability aspects – covered enough by education measures?*

The production of **food and packaging waste** is increasing (up to about 88 million tonnes annually), and most of it is generated by **households** (53%). *Should education campaigns in schools pay special attention to this issue and its causes? Could **waste-awareness campaigns** in primary schools inspire a gradual change towards more sustainable waste management practices in the entire household?*

Proportion of mapped policies using education measures by ULTIMATE BENEFICIARY

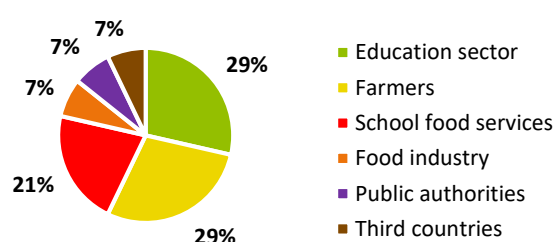


As expected, this figure reflects the results shown in the goals pie chart: nutrition policies use education measures to benefit **consumers** and agri-food business ones to benefit **farmers** and the **food industry**.

Thanks to education measures, indeed, consumers have the opportunity to understand what effects food has on their health and to make more conscious choices, thus increasing their **health and food literacy and consciousness**. However, this form of **consumers empowerment** is still poorly distributed among citizens with lower education levels. *How to guarantee food consciousness at all levels?*

*How can **food industry's** employees be more consistently encouraged to improve their professional skills and competences through specific trainings? Could the development of **horizontal knowledge-sharing systems**, such as networks and hubs, represent effective solutions?*

Proportion of mapped policies using education measures by PRIMARY TARGET



From the mapping, it emerged that education measures aim to benefit consumers through the **education sector** itself (29%), especially when higher education is involved, and **school food services** (21%). As for policies benefitting farmers and the food industry, education measures are implemented directly through the respective stakeholders group.

*May modern **media** have a role in providing free trainings on FOOD 2030 priority areas to the general public? Are online educational tools (e.g. MOOCs) effective?*

Example of policy carried out through education measure

Stage 250

France

Goal: Equitable outcomes and conditions

Sub-goal: Aid and cooperation

Beneficiary: Third countries

Target: Research sector for the food industry

Exchange program for hosting Moroccan students in France. The aim is to introduce students to the operation of the farm by immersing themselves in the professional reality and by participating actively in all its activities.