



LIFE Platform meeting

Future-Proofing Europe's Agri-Food Sector: Innovation, Resilience, Sustainability, and Competitiveness brought forward by the LIFE Programme



3-4 December 2025, Bologna

This meeting is
organised by





Workshop 3:
***Stakeholder engagement for more
sustainable food systems and less food
waste***

4 December 2025, 14.30 - 16:00



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Accelerating climate action in the European Union through smart food choices and stakeholder engagement: lessons learnt from LIFE projects

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200
decisions per
day are related
to food!



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European Food Information Council (EUFIC)



We are a consumer-oriented, non-profit organization, based in Brussels.

Our Mission: We provide engaging science-based information to inspire healthier and more sustainable diets and lifestyle choices.



translate complex food
& nutrition science into
**accessible, relevant
and trustworthy
content**, for
European citizens



counter
misrepresentation
of science and
**encourage critical
thinking**



gather, use and
communicate
pan-European
**consumer
insights**



promote
**evidence-based
decision making**



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Food Choices4LIFE

Total Budget: € 1,905,968.78

EC Co-funding: 60%

Duration: 36 Months

Coordinator: European Food Information Council (EUFIC)

Beneficiaries: UNITUS, Worldchefs



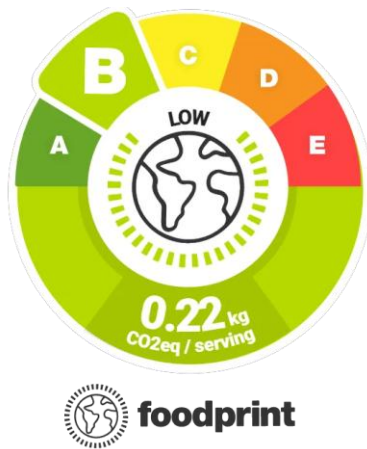
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Where it came from

- SU-EATABLE LIFE (2018-2022)
- LIFE Climate Smart Chefs (2022-2024)



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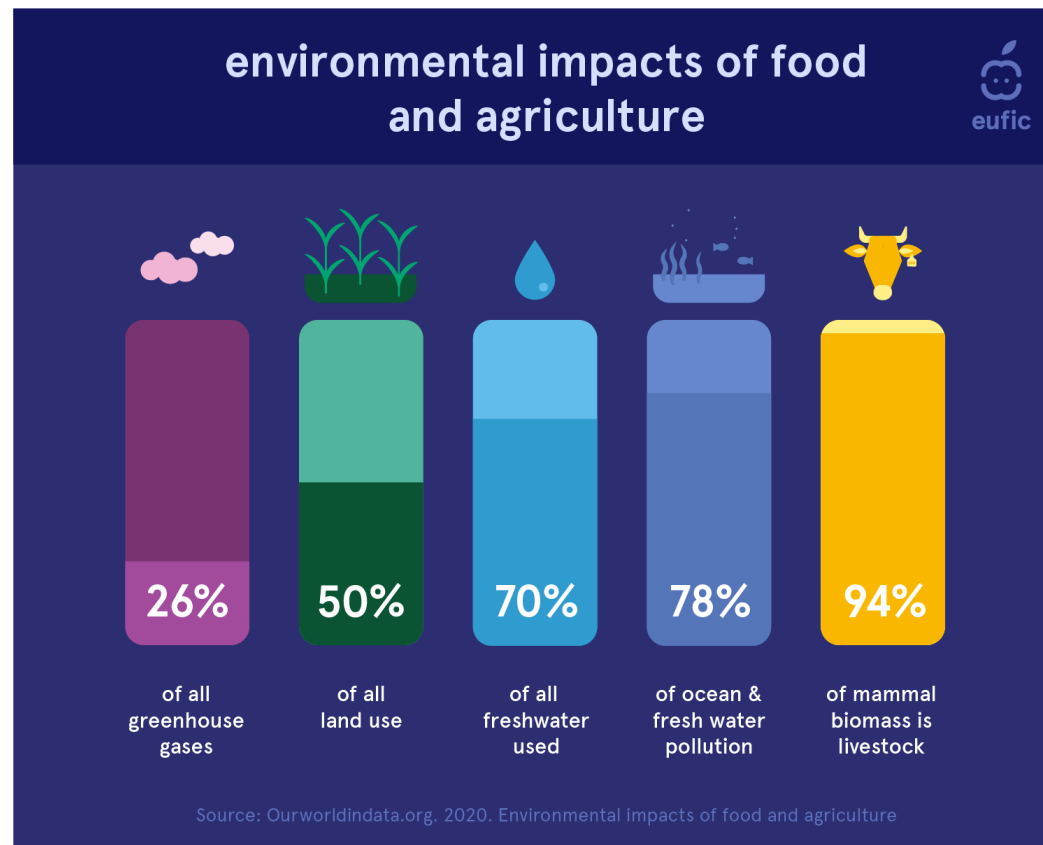
The problem we're trying to address

1. Climate change and environmental impacts
2. Non Communicable Diseases and Lifestyle
3. Changing dietary patterns

How to make sustainable and healthy food choices the preferred options?



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How should it look like?



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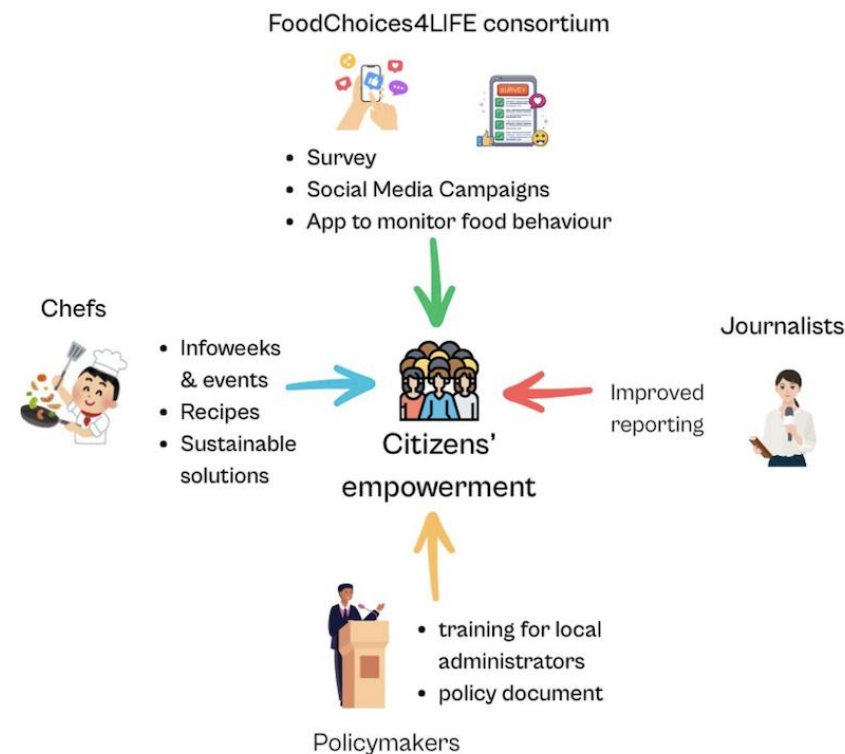
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Our Approach

Empowering citizens as **agents of change** fostering knowledge, building skills, raising awareness and engaging them in climate action through their food choices.

A **multi-stakeholder approach** will be deployed to achieve the highest impacts.



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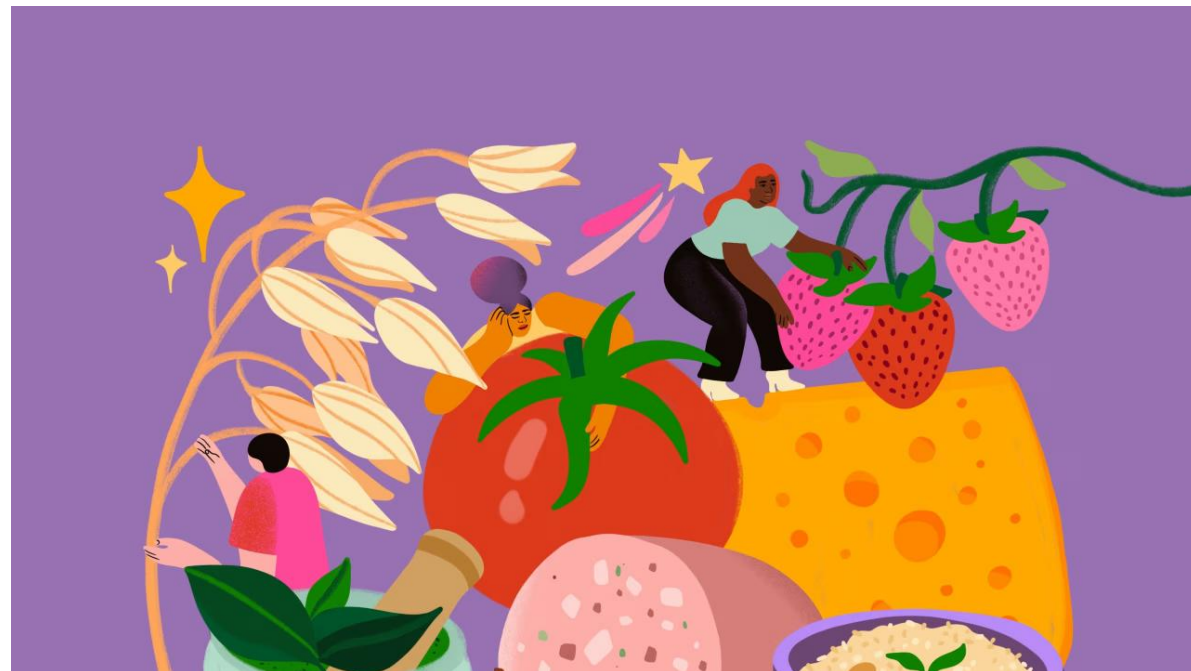
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Vision 2050

How to promote sustainable and healthy diets in the EU and achieve climate targets?

Designing a participative pathway for stakeholders to engage and co-create the Vision 2050.



[The Joy of Eating the Real Thing - WSJ](#)



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Lessons learnt on Engagement from previous LIFE projects

- Beyond motivation and knowledge, ensure **actionability** — make the experience centered on food itself: cooking, smelling, tasting delicious and simple sustainable meals.
- Connect meals to something **personally meaningful**, such as supporting local farmers or improving one's own health.
- Foster empowerment through a strong sense of **agency** and **ownership** — enabling real participation.



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Expected impacts

Office on the web Frame



-25/30%

adoption of behavioural
change in 100 citizens' dietary
habits



500 - 1 000 Chefs involved and
100 in person events



5/10%

saving on weekly food expenditure per
person from the adoption of climate
smart food choices at home

60 journalists and 40 local
administrators trained



100 citizens engaged in using the app
500 000 impressions

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Our legacy

Mobile App



Openly available to citizens & exploited in new campaigns to monitor food behaviour

Capacity building programmes



Embedded in partners' platforms and available for free for 5 years

Vision2050 Policy Document



At least 10 stakeholders committed to it & further exploited

Communication materials



Available for new campaigns and stakeholders

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Thank you for your attention!



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Questions

How would you define a ‘sustainable food system’?	<p>Please assign a weight from 1 to 10 to the importance of the following drivers of change for making EU food systems more sustainable:</p> <ul style="list-style-type: none">a) Involvement of institutional stakeholders: Policies, governance, and institutions – Regulations, incentives, infrastructure, land rights, and institutional frameworks.b) Markets, trade, and infrastructure – International trade, supply chains, investments, and the globalisation of food systems.c) Scientific and technological innovation – Research, precision agriculture, digitalisation, and biotechnologies.d) Involvement of citizens, chefs, caterers: Socio-cultural factors, behavioural and consumption patterns – Dietary habits, culture, social values, education, and income distribution.	<p>Based on your experience, suggest other drivers or stakeholders that you consider relevant to the sustainability of the food systems and briefly explain why-</p>
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