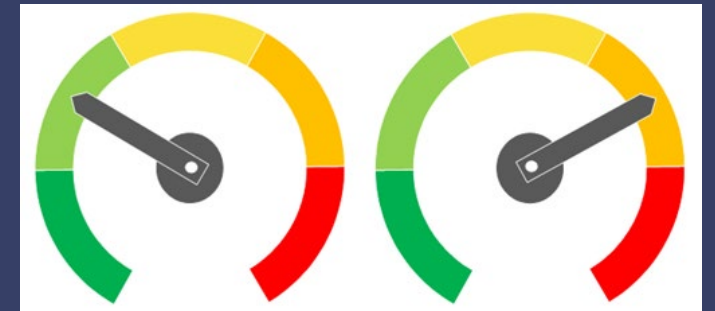


# Tools to motivate producers and consumers towards more climate friendly food development and food choices

DTU side event at World Food Summit:  
Healthy and climate friendly diets

Helle Margrete Meltzer



# SUSTAINABLE DEVELOPMENT GOALS



# Challenges

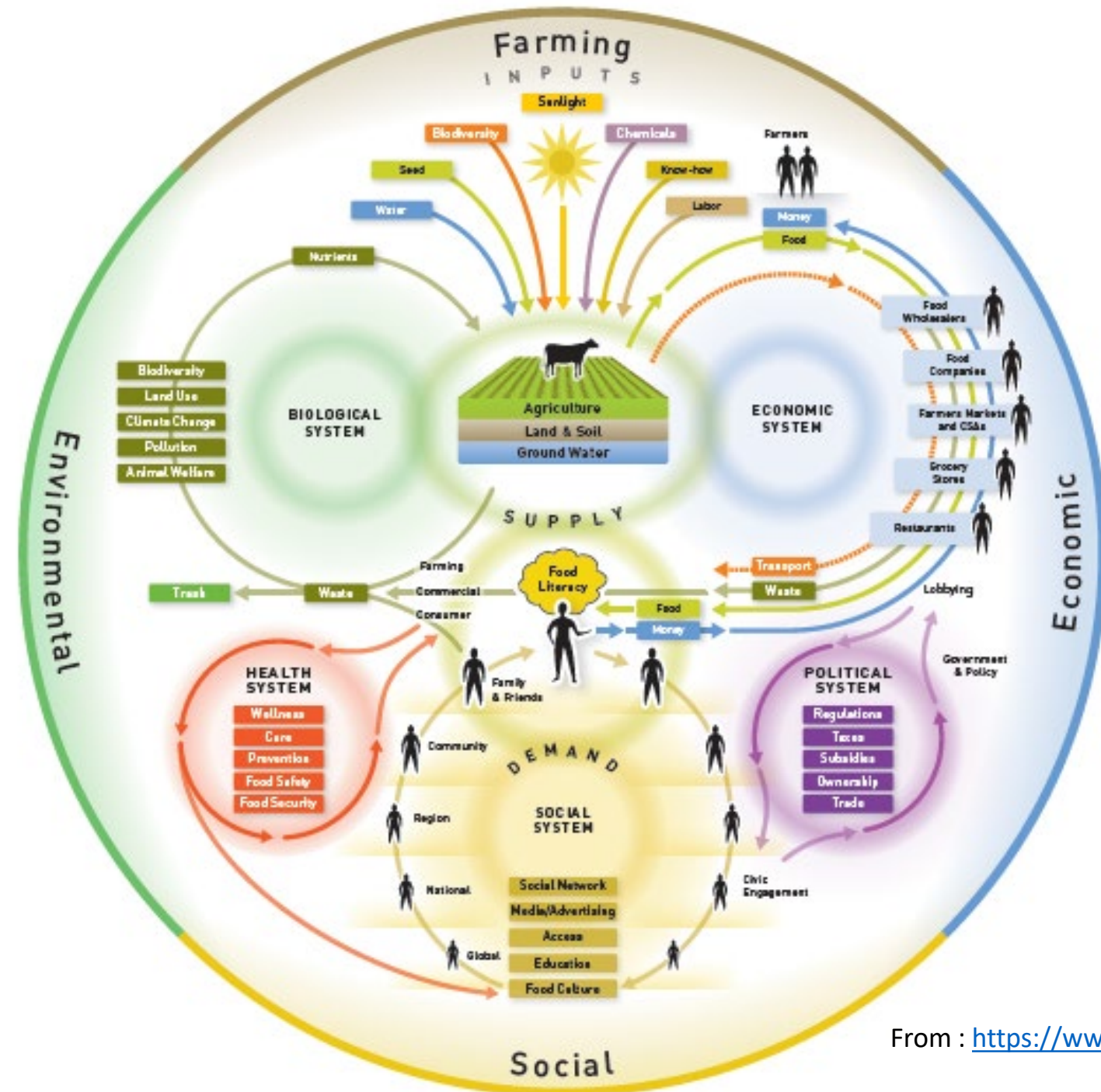
- Our eco-systems
  - Soil health
  - Biodiversity
- Climate
- Food waste
- Public health
  - Malnutrition (from poverty and food insecurity to overweight and obesity)
  - EU's «Farm to fork»: Overall, diets are not in line with national dietary recommendations, and the 'food environment' does not ensure that the healthy option is always the easiest one. If diets were in line with dietary recommendations, the environmental footprint of food systems would be significantly reduced.



Photo: Colourbox.com

# The food system

Encompasses all activities connected to production, processing, transport, consumption and handling of food waste.



# Toolbox for change



Evidence-based dietary and environmental guidelines must form the basis for all actions.



## Political tools

- Market regulations, price policies
- Taxes and subsidies
- Dietary and environmental procurement and serving standards for schools and public institutions (**C40**)
- Labelling standards and regulations
- Advertising policies (e.g. regulating ads for unhealthy foods)
- Food security standards, including portions
- Area planning
- Regulating supply chains
- Information and education – include food knowledge and skills at all levels in schools

## Our surroundings

- The food and drink surroundings at workplaces and educational institutions
- The food and drink offer in local communities (e.g. sport arrangements)
- Nudging in shops, hotels etc

## Individual level

- Friends and colleagues
- The parent example
- Social networks – be positive about environment and climate actions



# The European Green Deal strategy

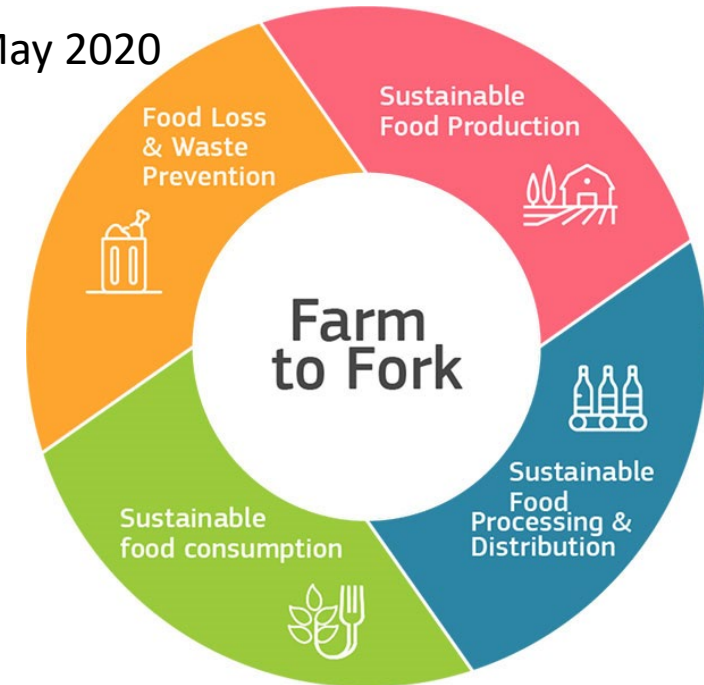
December 2019



## VISION

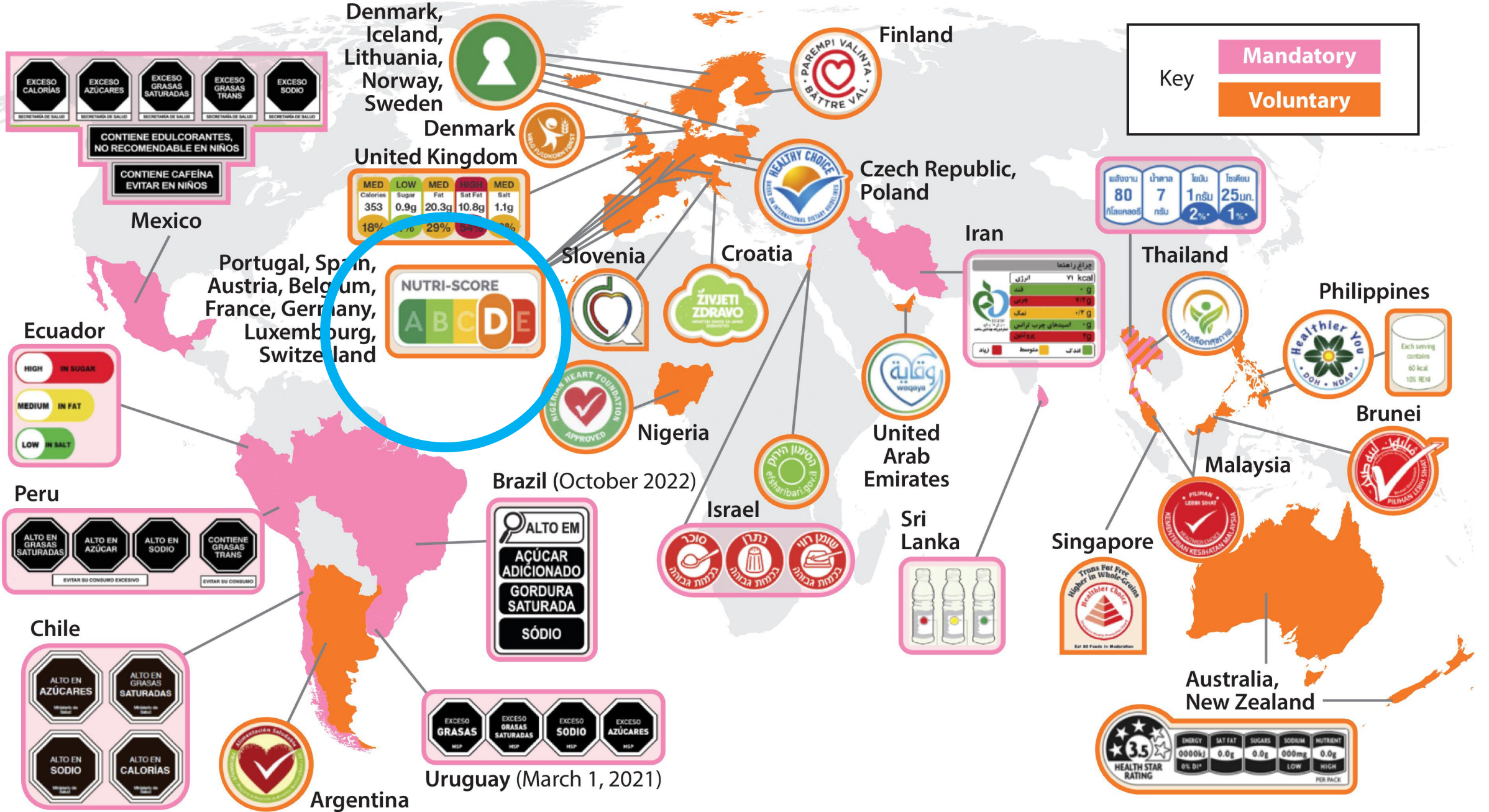
- EU as a global leader in meeting the SDG
- Europe should strive to be the first climate-neutral continent

May 2020



## AIM of Farm to Fork:

- Develop an environment-friendly food system



From Roberto et al 2021, Annual Review of Nutrition





# NewTools

## About

- Research project funded by the Norwegian Research Council
- Dec 1 2021 – Nov 30 2025
- Includes universities, research institutes and partners from most of the Norwegian food chain
- Project leader: Knut-Inge Klepp, Exec. Director, NIPH



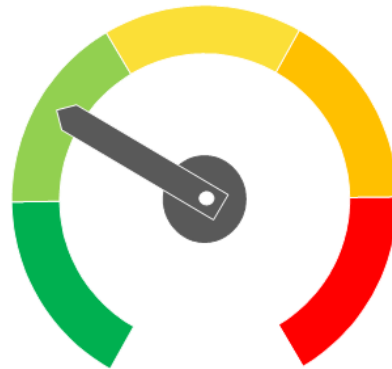
## What

- Establish indicators as a basis for scoring foods
- Two new scoring systems
  - 1) A foods nutritional quality
  - 2) A foods environmental and social impact (e.g animal welfare and fair trade)
- Can be used as a basis for front-of-pack labelling, but also for product development, food procurement etc.
- Parallel work is going on in EU, and NewTools aims to contribute to the process there
- Ensure that conditions that are important in a Norwegian context are taken into account

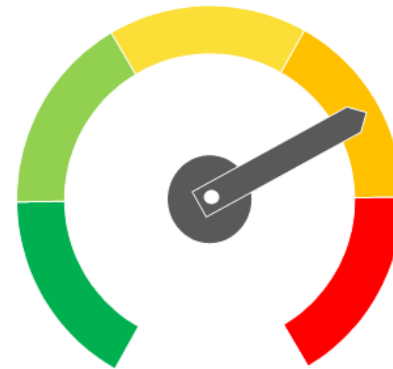
# NewTools:

Select indicators and make SUMMARY SCORES for both, taking into account Norwegian conditions

- Saturated fat
- Protein
- Fiber
- Sugar
- Etc.



Nutritional score



Environmental score

- GHG
- Water use
- Land use
  - Domestic
  - Abroad
- N and P use
- Plant health
- Soil health
- Antibiotic use
- Pesticide use
- Medication
- Biodiversity
- Animal health
- Social dimension
- Etc.

# Conceptual idea

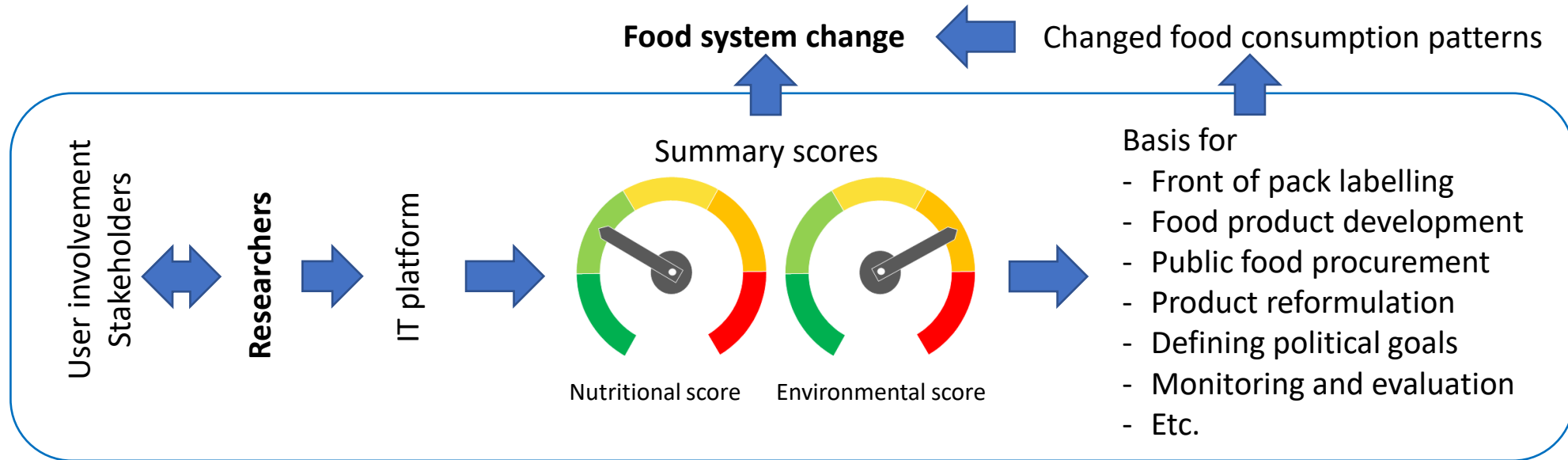
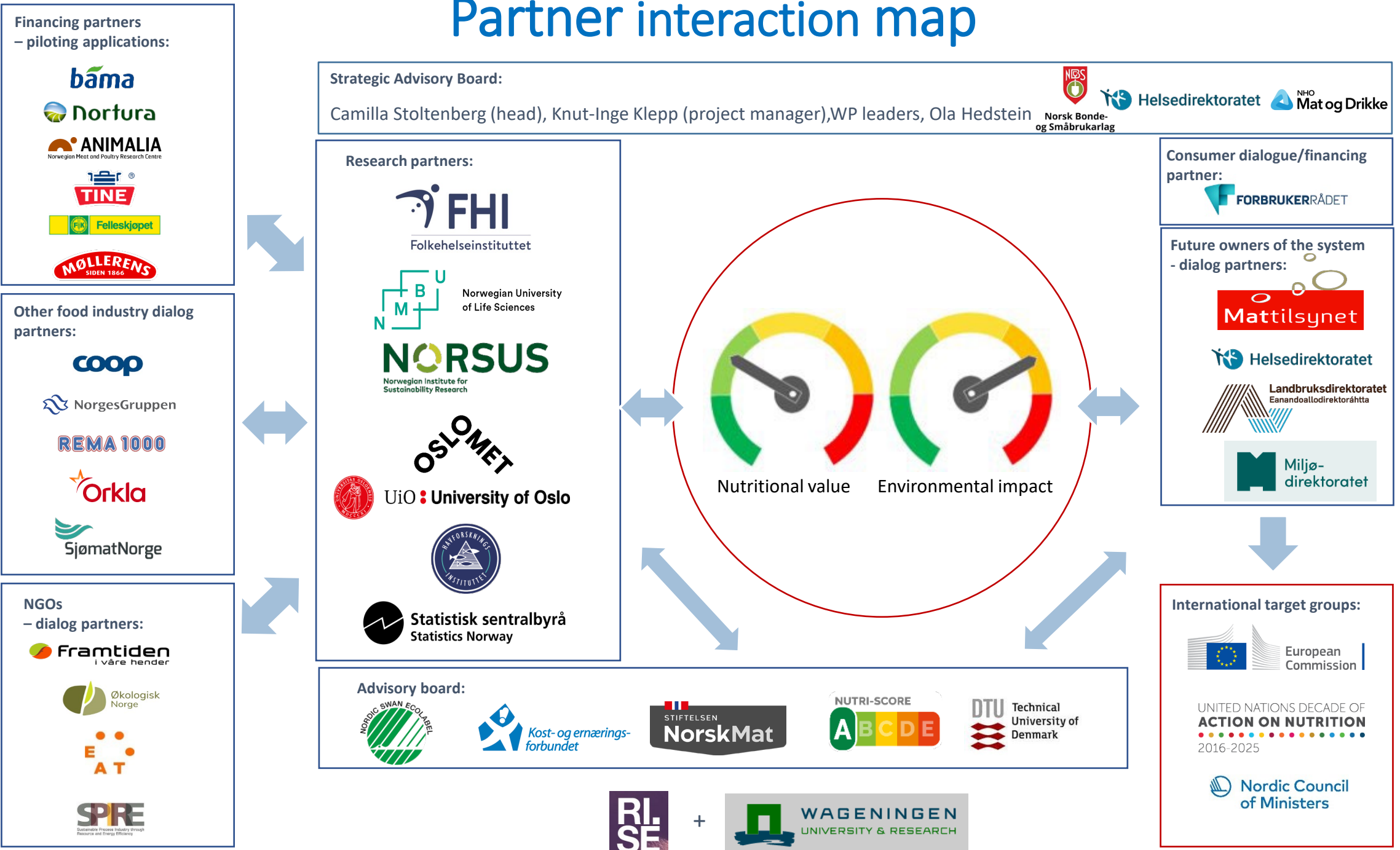


Figure 1. The conceptual idea for the NewTools project



# Partner interaction map



# Important aspects

---

Measurable indicators

---

«Create a win-win situation»: not demand too strict requirements for documentation from producers

---

A mix of quantitative, qualitative and semi-quantitative indicators

---

Holistic approach

---

Primary Norwegian production, but also aim to include other countries

---

Weighing implies taking into account many interests

About us:

[www.fhi.no/newtools](http://www.fhi.no/newtools) (In Norwegian)

[newtools@fhi.no](mailto:newtools@fhi.no)

The screenshot shows the FHI (Folkehelseinstituttet) website page for NewTools. The header includes the FHI logo, navigation links for 'Innhold A til Å', 'Kontakt oss', and 'English website', a search bar, and a 'Meny' button. The main content area features the title 'NewTools' with a status of 'PÅGÅENDE'. A descriptive paragraph explains that NewTools is a project to help consumers choose sustainable food by developing rating systems for nutrition and environmental impact. Below this is a 'Få siste nytt' notification icon. The 'OM NEWTOOLS' section contains two articles: 'Om NewTools' (published 18.01.2022) and 'Hvordan vi jobber i NewTools-prosjektet' (published 18.01.2022). The 'ARRANGEMENTER' section lists an event on '20. JAN' from 09:00-11:30 titled 'Et bærekraftig matsystem'. A light blue box contains a podcast announcement about nutrition and environment. The 'LES MER OM BÆREKRAFT OG MAT' section lists several related articles and reports.

**FHI**  
Folkehelseinstituttet

Innhold A til Å    Kontakt oss    English website

Søk i nettsidene til FHI    Meny

Forside > Studier > NewTools


## NewTools

STATUS: PÅGÅENDE

NewTools er et prosjekt som skal gjøre det lettere for forbrukere å velge bærekraftig mat. NewTools skal utvikle skåringssystemer som sier noe om ernæring og om matens klima- og miljøavtrykk, og som kan gjøre matsystemet mer klimavennlig.

Få siste nytt

### OM NEWTOOLS




**ARTIKKEL**

#### Om NewTools

NewTools skal gi ny kunnskap om ernærings-, klima- og miljøpåvirkningen til maten vår – og sørge for mer bærekraftig matproduksjon og konsum. Her kan du lese mer om prosjektet.

Publisert 18.01.2022



**ARTIKKEL**

#### Hvordan vi jobber i NewTools-prosjektet

Arbeidet med NewTools-prosjektet er ledet av Knut-Inge Klepp ved Folkehelseinstituttet. Arbeidet med NewTools er delt inn i arbeidspakker. Her får du en oversikt.

Publisert 18.01.2022

### ARRANGEMENTER

**20. JAN** 09:00-11:30  
Et bærekraftig matsystem

**Podkast om kosthold og miljø (Folkehelsepodden)**

Er det som er bra for helse vår, også bra for kloden? Går sunt kosthold og det å ta vare på klimaet hånd i hånd? Denne episoden av Folkehelsepodden handler om klima og kosthold. Gjester denne gang er Ågot Aakra, som er FHIs nye områdedirektør for klima og miljø, og kostholdsforsker Helle Margrete Meltzer, som har 40 års erfaring med å forske på hva vi har på tallerkenen og i magen. Programleder er Torunn Gjerustad.

### LES MER OM BÆREKRAFT OG MAT

- » Kronikk: Hvordan kan vi vite om vi spiser bærekraftig mat? (Forskersonen)
- » Ny rapport: Villedende debatt om bærekraftig matproduksjon i Norge (Forskning.no)
- » Mange sier at de har endret kostholdet sitt til å bli mer miljøvennlig og bærekraftig (Forskning.no)
- » Kronikk: Sunt kosthold på norsk (Nationen)

*The NewTools project -  
Developing tools for food  
system transformation,  
including food summary  
scores for nutrition and  
sustainability” has received  
funding from the Research  
Council of Norway (Project  
No. 326888)*

**THANK  
YOU!**



Foto: colourbox.com