# Our Common Destination

EAT-Lancet 2.0 Global Consultations

Global Voices Shaping the Future of Healthy, Sustainable and Equitable Food Systems



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#### Disclaimer

The contents of this report do not necessarily reflect the views of EAT or the EAT-Lancet Commission.

#### **About EAT**

EAT is an international science-based platform focused on transforming the global food system to make it more healthy, sustainable, and equitable. EAT brings together experts, researchers, policymakers, business leaders, and stakeholders from various sectors to collaborate on addressing pressing challenges related to food, health, and sustainability.

One of the key EAT initiatives is the EAT-Lancet Commission, which produced the groundbreaking EAT-Lancet Report in 2019. This report outlined a Planetary Health Diet and offered recommendations for transitioning to sustainable and healthy eating patterns.

EAT is committed to playing a significant role in shaping the global discourse on healthy, sustainable, and equitable food systems through research, science communication, convening events, and facilitating partnerships among diverse stakeholders to achieve a better food future for all.



04	Forev
05	Execu
80	Findi
16	Refle
17	Meth

## Table of Contents

The EAT-Lancet 2.0 Global Consultations convened global voices from diverse backgrounds to better understand the challenges, concerns, opportunities, gaps and perceptions impacting the global food system. Running from June 2022 to June 2023, online consultations with a diverse range of participants from various sectors and geographical locations were conducted. One-to-one consultations with individual entities, organizations, networks and constituent groups were also held to address more sensitive topics.

Our Common Destination: EAT-Lancet 2.0 Global Consultations

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- utive Summary
- ngs
- ctions: The Way Forward
- odology

## Foreword



Dr. Gunhild A. Stordalen Founder & Executive Chair, EAT

The world faces a convergence of challenges that threaten the stability of our food systems. Over 800 million people, approximately one in ten worldwide, suffer from undernutrition. Simultaneously, one third of all produced food goes to waste, while unhealthy diets are a massive strain on healthcare. The agricultural sector is a leading contributor to deforestation, species extinction, resource depletion, and greenhouse gas emissions.

at understanding the engaged in the global food landscape"

Against this backdrop, EAT—the science-based nonprofit organization dedicated to catalyzing change across the world's food systemsembarked on a journey with the EAT-Lancet 2.0 Global Consultations to listen to and amplify the voices that shape our global food system.

# **"The consultations aimed** perspectives, experiences, and needs of individuals and organizations actively

The consultations aimed at understanding the perspectives, experiences, and needs of individuals and organizations actively engaged in the global food landscape. The objective was to gather insights into the experiences, aspirations, and concerns of those engaged in this global challenge.

## **"The insights underscore** the urgency of our mission"

This initiative resulted in 94 consultations, conducted in various languages, reflecting the global diversity of voices from scholars, activists, farmers, policymakers, scientists, youth, business leaders, and advocates who shape our food system.

We want to thank every participant who contributed their voice to this process. The insights underscore the urgency of our mission – namely to create a healthy, sustainable, and equitable food system.



# Executive Summary



The intention behind the EAT-Lancet Global Consultations was to provide the EAT-Lancet 2.0 Commission a better understanding of how a diversity of food system stakeholders perceive major food system challenges. How do they define sustainably, healthy, or socially just systems? With what measures and metrics? What are the challenges that they are confronted with on a day-to-day basis vis-à-vis food system change? What are their priorities and needs? What language does this community use to speak to transitions? What are the trigger words that generate





and uncertainties, areas of disagreement, as well as those areas with strong agreement.

We are sharing this information with our commissioners, and partners with the belief that better intelligence on key topics, knowledge gaps and questions from the perspective of a wide range of individuals and actors, from around the world are key in building consensus, and alignment to tackle the critical food system challenges we are confronted with.

Designed to be a safe space for debate and discussion, the consultations were intended to enable the commissioners to better understand existing stakeholder challenges, concerns, and opportunities in transitioning to equitable, healthy, and fair food systems.

#### 1.2 — Our Approach

The consultations were conducted between June 2022 and June 2023. Participants representing diverse sectors and geographies contributed to 94 consultations in six different languages. Additional one-to-one consultations were held to address more sensitive topics. More than 1300 people registered for the consultations with approximately 900 participating in online or one-to-one discussions.

The online consultations were designed to take 1.5 hours and were for the most part held on <u>Howspace</u> to boost simultaneous multi-actor engagement and support the global co-creation of inputs. All consultations were facilitated by EAT.

The findings presented in this report are drawn from written responses from participants (where applicable), as well as notes taken by the hosts. Viewpoints and

reflections are presented as general majority or minority statements and are not attributed directly to individuals or organizations.

#### 1.3 — Main findings

While there was a diverse range of stakeholders from across the globe represented in the consultations, there was considerable alignment on several major topics. A majority of the participants, across all stakeholder groups, agreed that healthy, equitable, and sustainable parameters were the most important for defining the success of a transformed food system.

Participants also identified profitable, regenerative, and most notably **diverse** as critically significant parameters. There was agreement across all stakeholder groups on the importance of building a diverse food system that takes into account regional





and cultural differences. It was argued that to achieve this, actors within the food system need to make better use of **local and indigenous knowledge**, which can also help in gaining global support.

Participants pointed to the fact that individual circumstances may differ significantly and made the case that food systems of the future cannot be a "onesize-fits-all". It was suggested that the EAT-Lancet Commission 2.0 should ensure that the Planetary Health Diet offers regional variability and is easily adaptable to suit diverse needs and preferences. Adding to the point of diversity, **food sovereignty** was highlighted as a crucial way of ensuring that regional circumstances are considered.

Most participants united around the idea that a successful food system needs to be **affordable** for all, with some pointing to the fact that healthy and sustainable food is expensive compared to unhealthy and unsustainable food in many regions. As this price difference is more impactful for low-income households and countries, some participants voiced a concern that the EAT-*Lancet* report can be perceived as Global North-centric, unless solutions are in place to ensure **affordability** and **accessibility**.

Ensuring **diverse** food-based guidelines that respect local traditions and preferences was also among the most prominent topics when participants discussed how to make the findings of the commission relevant on an individual and a stakeholder basis. Using **clear and comprehensible language,** with proper definitions for terms like healthy, equitable, and sustainable, was viewed as paramount for successfully communicating the findings. Many participants also argued that the findings should be promoted into **school curricula.** In order to achieve this and to impact other stakeholder groups as effectively as possible, a **collaborative approach,** promoting and facilitating cross-stakeholder engagement was argued for.

Communicating the report with concrete examples and practical guidance to how the findings can be applied and celebrating positive examples rather than being inflammatory was encouraged as a positive and inclusive approach.

Participants expressed **optimism** with regards to the theoretical viability of healthy, sustainable, and equitable food systems. Participants also leaned towards adapting the <u>Planetary Health Diet</u> on a personal level as being **easy**, providing further grounds for confidence in achieving successful food systems transformation.

## Ten Bite-sized Recommendations from the EAT-Lancet 2.0 Global Consultations\*

- Create region-specific dietary recommendations.
- Clearly define concepts like plant-rich, equitable, healthy, and sustainable.
- Maintain a positive and scientifically grounded messaging approach.
- Foster collaboration with stakeholders to promote collective responsibility.
- Encourage cultural preservation and embrace indigenous knowledge.
- Advocate for practical solutions that ensure affordability and access to healthy and sustainable food for all.
- Give concrete examples and practical guidance on how to implement healthy and sustainable diets in real-life settings.
- Craft clear policy recommendations and engage governments.
- Promote local and seasonal food production.
- Advocate for equitable distribution across the entire food supply chain.

\*This list is a representation of some of the majority views and/or largely uncontested views presented by the participants. Additional recommendations can be found in section 2.



# Findings

## 2.1 — Characteristics of a Successful **Food System**

The global consultations aimed to explore how people across various demographics define the healthy, sustainable, and equitable characteristics of food systems, while also having the space to identify other crucial aspects that might be overlooked. A huge overlap across the themes existed throughout the consultations, an indication that many people regard these three characteristics as intertwined.

#### **Healthy**

Participants from all sectors, age groups, and geographic locations were united in identifying balance and variety as core tenets to defining a healthy diet, stressing the need for a diet that encompasses a diverse range of foods from different food groups, including fruits, vegetables, whole grains, legumes, nuts, seeds, and lean protein sources. A particular focus on plant-based protein sources prevailed throughout the consultations, with fruits and vegetables being particularly linked with health. Some participants, were also eager to emphasize the importance of meat, blue foods, and dairy products as staples of a balanced diet.

Another prominent theme was the need to reduce the intake of highly processed and ultra-processed foods. It was stated that healthy diets prioritize

whole, unprocessed, or minimally processed foods, reducing exposure to potentially harmful additives and preservatives. Participants widely agreed that a healthy diet should be **nutrient-dense**, ensuring that it provides essential vitamins, minerals, and other nutrients without an excess of calories. Healthy diets were frequently associated with communal and social elements. Sharing meals with others was deemed significant not only for fostering connections but also for promoting healthier eating habits. A few participants claimed that they were much more likely to opt for healthy options when sharing meals with others than if they dined alone; particularly if pressed for time. It was argued that work hours and commuting distance have a significant impact on their food choices when it comes to both health and sustainability. Some participants were also keen to emphasize the importance of a nutritious diet with regards to mental health, pointing out that dietary quality can affect cognitive abilities, stress, depression, and anxiety, among other areas, as well as the fact that mental health can influence dietary choices. Many participants, particularly with a background in research, stressed that a healthy diet needs to be

adaptable to different age groups, lifestyles, and health conditions.

Ensuring the safety of food was considered paramount. It was stated that a healthy diet must be built upon a foundation of safe food handling and consumption, free from harmful chemicals and contaminants.

Some participants, particularly from NGO/Nonprofit organizations or Research/Academia, advocated for a **One Health approach**, pointing to the interconnectedness of human, animal, and environmental health. This perspective addressed issues surrounding antibiotic resistance and the impact of food production on public health and the environment as a whole.

#### Equitable

A fundamental theme that resonated in the responses to how participants define an equitable food system was ensuring access to nutritious and culturally appropriate food for all individuals, regardless of their socio-economic status and geographic location. The elimination of disparities in access, which can be caused by income, geography, or other social factors was deemed an imperative. Participants argued that accessible and affordable healthy food should be considered a human right, and that the food system should not compromise the well-being of both present and future generations.

Participants deemed it crucial that fair wages and working conditions are provided throughout the

value chain. Many argued for the importance of equal rights across genders, with some pointing to the right to own and inherit land as a prime example of current inequalities. It was stated that women are at a disadvantage in many parts of the world, both due to legal obstacles and tradition.

It was stated that food should not be regarded as just a commodity but as a common good connected with cultural and social values. A food system that respects diverse traditions and identities was said to be a critical element of equity and justice.

Food sovereignty for those who produce food came through as an important aspect of an equitable food system. This implies giving agency to local producers and communities in determining their food systems.

Some participants argued that an equitable food system must account for environmental and social costs, ensuring that prices reflect the true cost of food.

#### **Sustainable**

Recurring as a core element of sustainability, many participants pointed to the regeneration of natural resources, including the restoration of soil, water, and biodiversity. It was stressed that a sustainable food system should not deplete these resources but rather improve them over time. Furthermore, there was consensus that sustainability entails **minimizing** pollution, including greenhouse gas emissions and

land degradation.

Local and short supply chains emerged as a preferred choice in sustainable food systems. Shorter supply chains were seen to enhance resilience and reduce the environmental footprint associated with food transportation. Supporting local producers and consuming locally sourced and seasonal food was advocated as key steps towards reducing the carbon footprint of food.

The importance of a sustainable food system operating within **planetary boundaries** was brought up several participants as a means of ensuring that food production and consumption practices do not exceed the Earth's ecological limits, or overuse or deplete resources. Participants pointed to optimizing resource use and reducing waste as effective means to minimize negative impacts on ecosystems and to operate more efficiently and responsibly. This includes promoting nutrient-dense food.

**Economic viability** was viewed as crucial to the vision of sustainability. A sustainable food system, participants suggested, should not compromise economic stability across the entire food chain, from production to consumption. Ensuring that farmers and producers can make a livelihood from sustainable practices was seen as essential. Furthermore, there was an emphasis on the importance of nutritious and sustainable food being the most **affordable** option for



consumers and other purchasers.

It was argued by some participants that a sustainable food system needs to be developed in coherence with the local context before being applied globally, and that it must comply with the right to food, as well as a fair distribution of benefits, including money, recognition, security, and accessibility.

Agroecological systems, involving dispersed producer networks, small- to medium-sized farms, and a low-input approach, were valued. It was said that these systems should prioritize social and natural capital, including agrobiodiversity, emphasizing the importance of nurturing diverse ecosystems.

Cooperative social mechanisms were also suggested to **support a more equitable and sustainable food system** by replacing large farm subsidies with cooperative models.

#### **Other characteristics**

While a large majority of the participants agreed that healthy, equitable, and sustainable are the three most important elements of a global food system, a number of other characteristics were introduced during the consultations. Some participants asserted that a healthy diet should also provide **sensory pleasure** and satisfaction, stating that food is not just about nutrition but also about enjoyment and taste.

Pointing to the rich tapestry of cultures around the world, many participants also emphasized the importance of **cultural relevance**, stating that a healthy diet should be **culturally appropriate**, respect local food traditions and consider food availability—thereby also supporting local and sustainable agriculture.

**Transparency and accountability** in labelling and information sharing emerged as important factors for a sustainable food system. Participants argued that it is vital for consumers to have access to information about the impact of their food choices to make informed decisions.

**Resilience,** in terms of a food system's ability to withstand shocks and changes was brought forward as an important quality to ensure food security even in the face of challenges. And while economic sustainability has already been covered, some participants went one step further and argued that **profitability** should be regarded as one of the key characteristics of a sustainable food system.

## Ten Bite-sized Recommendations from the EAT-Lancet 2.0 Global Consultations\*

- Prioritize a balanced and diverse diet.
- Advocate for the avoidance of highly processed foods.
- Ensure adaptability to diverse dietary needs.
- Emphasize food safety in all aspects of food systems.
- Integrate the One Health approach into recommendations.
- Promote local and seasonal food production.
- Encourage cultural preservation and embrace indigenous knowledge.
- Promote regenerative farming practices, efficient resource use and waste reduction.
- Encourage a profitable food system.
- Promote equitable distribution of benefits and gender equality.

\*This list is a representation of the majority view and/or largely uncontested views presented by the participants.



#### 2.2 How to Make EAT-Lancet 2.0 More Relevant

The consultations provided participants with an opportunity to share their views on how EAT-Lancet 2.0 can be made more relevant to individuals, policymakers, non-governmental organizations, and the private sector worldwide. This allowed for a diverse range of perspectives to be presented. It also allowed participants to be able to voice concerns they may have had following the publication of the first EAT-*Lancet* report.

#### **Suggestions and Reflections**

In response to the question "How can we make EAT-Lancet 2.0 more relevant to your life or field of work?" dietary diversity and regional adaptation emerged as a core theme, with participants underscoring the importance of creating dietary guidelines that cater to a variety of diets and regions worldwide. To enhance relevance, it was suggested prioritization of regionspecific dietary recommendations that consider cultural diversity and dietary preferences in order to accommodate the diverse needs of different population

groups. Participants emphasized the importance of incorporating socio-cultural elements, local foods, and dietary preferences into guidelines.

Also emphasized was the role of government and policy intervention in promoting healthy, sustainable, and equitable diets. Participants advocated for government actions such as providing correct information on balanced diets, regulating industries, and shaping policy changes.

The role of packaged foods in achieving healthy and sustainable diets was another notable theme.

Nutritional science and health implications also featured prominently in the discussions. There was a call for a strong scientific foundation and a focus on understanding the health implications of suggested diets for diverse population groups. Prioritizing rigorous scientific research and clearly communicating the **health benefits** of recommended diets was emphasized.

**Concrete examples and practical guidance** on how to implement healthy and sustainable diets in real-life settings were encouraged.

**Environmental impact and food justice** were pressing concerns for some participants, with the importance of considering the environmental impact of diets and addressing food justice issues being highlighted alongside a holistic approach and accounting for animal welfare.

In the context of sustainability, participants emphasized the importance of **defining sustainable** food systems and guiding policymakers, the industry, and philanthropy toward sustainable practices with actionable recommendations for stakeholders to help transition toward sustainable food systems.

Waste reduction and optimizing land use for productive purposes were considered important aspects, as was advocacy and collaboration, with stakeholders from various sectors expected to play pivotal roles in the transformation of food systems.



#### Concerns

Some participants pointed to the lack of **geographic specificity or downscaling** in the first EAT-*Lancet* report as a concern, arguing that "one size fits all" is not suitable for everyone and that the lack of cultural and regional considerations can be interpreted as elitist. There were voiced concerns that some people risk being left out, particularly due to poverty, and furthermore that many will not be able to have their voices heard.

**Affordability and accessibility** of healthy diets emerged as significant concerns, with some participants pointing to analysis highlighting the gap between theoretical recommendations and practical realities. **Practical solutions** that make healthy diets affordable and accessible were therefore advocated for.

Some participants were concerned that the nutritional value of meat and dairy products may be misrepresented. It was also argued that using kilograms of food as a metric can be misleading when comparing sustainability of food groups, encouraging the commission to incorporate nutrient density score.

A few of the participants argued that the dietary recommendations presented in the first EAT-*Lancet* report were **overly optimistic** and therefore unrealistic.

## **Ten Bite-sized Recommendations from** the EAT-Lancet 2.0 Global Consultations\*

- Foster partnerships.
- land use.
- Craft clear policy recommendations and engage governments.
- guidance from real-life settings.
- affordability and access
- into action.
- Promote equitable access to healthy food in institutions.

\*This list is a representation of the majority view and/or largely uncontested views presented by the participants.

• Create region-specific dietary recommendations and guidelines, respecting diverse cultural perspectives.

• Address food waste reduction and sustainable

• Offer sustainability guidance for packaged foods.

• Give concrete implementation examples and practical

• Advocate for practical solutions that ensure

• Ensure clear definitions to allow for easier translation

• Acknowledge and respect different perspectives.

#### 2.3 Communicating EAT-Lancet 2.0

While there is broad consensus among scientists that food system transformation is paramount to achieving a livable and sustainable future for all, the window of opportunity is closing rapidly. Clear and effective communications of the findings of the second EAT-Lancet Commission will provide a much-needed catalyst for change.

A central theme that emerged from the participants was the use of diverse communication tools. To engage different audiences effectively, it was suggested that food system transformation advocates must employ a wide range of methods, including short videos and focus groups.

The need for targeted messaging was emphasized, advocating for a tailored approach towards different groups, such as policymakers, consumers, businesses, NGOs, and children.

Involving **influencers** was seen as a potent strategy. Engaging community leaders and influencers on social media, spanning sectors like food, fitness, and agriculture, was regarded as a way of significantly amplifying the reach of the findings. Platforms like TikTok, Instagram, and Twitter were identified as effective channels for dissemination due to their ability to share short clips, visual content, and educational materials that reach a broad and diverse audience.

Podcasts and video content were recommended for reaching diverse audiences. Podcasts were seen to provide an avenue for in-depth discussions and the exploration of complex topics, while platforms like YouTube and Instagram can host video content that visually communicates key messages, further enhancing the engagement of diverse audiences.

Education was also seen to play a pivotal role in promoting sustainable dietary habits, and participants called for the integration of the research findings into school curriculum materials and the creation of educational programs. Instilling the concept of healthy and sustainable food systems from an early age, was regarded as a way to improve dietary choices and awareness of young audiences. To reach diverse cultures and regions, contributors recommend localized rollouts and the involvement of country champions who can contextualize the findings to make them more relatable.

Contributors emphasized the importance of creating easy-to-understand content, including simple and clear infographics. Proper definitions of concepts like *plant-rich diets* and *vegetarian diets*, as well as for *healthy, equitable, and sustainable* were also considered critical to prevent confusion and misconceptions. Some participants also questioned whether the term *equitable* would be universally understood even if it

may be semantically accurate. Collaboration was a recurrent theme throughout the consultations. Participants stressed the importance of collaborative engagement with multiple stakeholders, including community leaders, influencers, and local governments. It was argued that this collaboration could foster a sense of collective responsibility and commitment to promoting sustainable dietary choices. Positive messaging was advocated for, with an emphasis on **celebrating good examples** rather than adopting a critical or inflammatory tone. Encouraging positive role models and success stories could inspire individuals to make healthier and more sustainable choices. Maintaining a scientific approach, dispelling myths, and avoiding polarization in the communication process was also recommended. Health Diet can be applied to individuals across various

Providing concrete examples of how the Planetary regions and with different dietary tastes and needs were suggested, including creating interactive meal planning guides.

Other suggestions include creating computer and mobile games centered around healthy and sustainable food, as well as creating an online AI to provide quick answers to questions people may have about the report and the Planetary Health Diet.

#### **Ten Bite-sized Recommendations from** the EAT-Lancet 2.0 Global Consultations\*

- Promote comprehensive food education programs, and update school curricula.
- Use diverse communication tools.
- Tailor messages to ensure relevance.
- Engage influencers and community leaders.
- Leverage social media platforms for effective information sharing.
- Produce multimedia content, such as podcasts and videos, to engage diverse audiences.
- Create easily understandable content, including clear infographics.
- Foster collaboration with stakeholders to promote collective responsibility.
- Maintain a positive and scientifically grounded messaging approach.
- Create interactive meal planning guides to make it easier for consumers to make personal adaptations.

\*This list is a representation of the majority view and/or largely uncontested views presented by the participants.

## 2.4 Key Food System **Transformation Actors**

The participants were asked who they consider to having the biggest potential to positively influence food system transformation and why. Universally, the participants pointed to **consumers** being of critical importance, and therefore argued that educating consumers and promoting **consumer behavior change** is key to stimulating the demand for healthy and sustainable food options.

Despite divided opinions on governmental intervention, participants largely agreed that **policymakers** have a huge opportunity and a moral obligation to lay the foundation for a healthy, equitable, and sustainable food system transformation. Advocacy for policies promoting healthy and sustainable food choices and collaborative efforts with policymakers were seen as key strategies to create positive change. **Responsible regulation**, particularly concerning large corporations and extractive livestock farming, was urged to ensure that these practices do not harm rural areas or indigenous communities.

Policymakers were urged to consider financial tools such as **subsidies and taxes**. By redirecting subsidies toward healthy foods and implementing taxes that discourage the consumption of unhealthy and unsustainable products, policymakers were viewed as being able to drive significant changes in consumer behavior and the private sector's practices.

The **private sector** was also regarded as a formidable actor. Aligning supply with values centered on health, sustainability, and equity was seen as paramount. Collaboration and highlighting the economic benefits of this alignment were presented as key tactics in this endeavor.

Within the private sector, the role of farmers and producers was particularly highlighted. Their role in supplying sustainable and plant-based food options was regarded as critical. To support them in this transition, it was argued that policies should be tailored to incentivize sustainable agricultural practices and promote local food production.

The education sector was seen as a powerful ally for awareness and transformation. It was argued that schools, in particular, can play a crucial role in shaping dietary choices, especially among the younger generation.



Participants also pointed to media and influencers' power to shape public perception and influence dietary choices. Collaborating with media outlets and influencers who advocate for healthy and sustainable food choices can amplify the message of food system transformation.

**Community engagement** was also seen as pivotal. Involving local communities, grassroots organizations, and local authorities can ensure that transformation efforts resonate with the unique needs and challenges of diverse communities.

The importance of collaboration across sectors was discussed, with participants encouraging collaboration across public and private sectors in order to send a unified message to policymakers. It was said that collaboration fosters a sense of collective responsibility and commitment to promoting sustainable dietary choices.

#### Ten Bite-sized Recommendations from the EAT-Lancet 2.0 Global Consultations\*

- Engage policymakers and advocate for healthy and sustainable policies.
- Educate and empower consumers about sustainable choices.
- Encourage the private sector to align with health and sustainability.
- Incentivize sustainable practices among farmers and producers.
- Collaborate with media and influencers for wider impacts.
- Consider subsidies and taxation to drive behavioral changes.
- Foster cross-sector collaboration for unified messaging.
- Prioritize shared values focused on health and nutrition.
- Promote behavior change at individual and community levels.
- Involve local communities and authorities in transformations.

\*This list is a representation of the majority view and/or largely uncontested views presented by the participants.

## **3. Reflections: The Way Forward**

In the intricate dance of global challenges, few issues hold as central a position as food does. It's the nourishing force behind humanity's existence, an intricate web connecting health, environment, and communities. The EAT-*Lancet* 2.0 Global Consultations clearly show that the key to our common destination lies in new policies, interdisciplinary collaboration, and a commitment to redefining how we feed ourselves and our planet.

At the global level, the urgency of multidimensional sustainability is paramount. We stand at a crossroads, where sustainability encompasses not only environmental preservation but also social equity and economic viability. It's a trinity that cannot be disentangled, and future research must reflect this interconnectedness.

At the national level, policy innovation must continue to be the driving force. National governments need to spearhead new policies that incentivize sustainable agricultural practices, encourage the private sector to align with health and sustainability values and make healthy food accessible and affordable to all.

The health of our food system should also be front and center. Imagine a world where dietary shifts reduce the burden of non-communicable diseases and promote well-being. This is not a pipe dream but an achievable reality. Research is the key to bridging the gap between health and nutrition, agriculture, and environmental science. We need to harmonize these fields to create policies that prioritize health.

International collaboration also cannot be understated. We inhabit a world where food systems transcend borders, where challenges like climate change and trade regulations are inherently global. Countries must unite, aligning agendas and fostering cooperation through international institutions if we are to navigate the complexities of our interconnected food system.

Education, particularly in schools, remains a potent lever for change. Embedding sustainability and nutrition concepts into school curricula, will allow us to shape the dietary choices and awareness of young minds. Future generations need to understand the profound connections between food choices, health, and the environment.

But change often starts with the individual. Redirecting subsidies toward healthy foods and implementing taxes on unhealthy and unsustainable products can shift consumer behavior. It's a financial tool that policymakers should not shy away from as it can nudge us towards healthier choices and incentivize the private sector to realign its products with our health and sustainability values.

The private sector, often a formidable player with immense power and influence, can also be a powerful ally in this transformation. Food companies and manufacturers can and must align their products with values centered on health, sustainability, and equity. Collaboration and highlighting the economic benefits of this alignment can create powerful market forces to drive change.

In the media and influencer age, we cannot underestimate the power of voices. Collaborating with media outlets and influencers who advocate for healthier and sustainable food choices can only amplify our message of transformation. They can shape public perception and influence dietary choices, furthering our common cause.

Our common destination is a food system that restores human and planetary health. It's a destination where health, sustainability and equity are not mere buzzwords but guiding principles. The path forward is paved by research, policy innovation, education, and collaboration, and it's a path we must walk together.



# 4. Methodology

Inclusive dialogue was used as a strategic means to communicate what the EAT-*Lancet* Commission 2.0 aims to do, as well as to address criticism and confusion around the first report. The consultation process was independent of the science conducted by the commission and was not an opportunity for actors to recommend alternative values for healthy or sustainable consumption (e.g., healthy meat consumption levels), but an opportunity to better align the science with major societal concerns. All information collected in the consultation process was done under Chatham House Rules, and a strict firewall was maintained between the commission's research and the consultation process.

To accommodate a variety of stakeholders from different geographical regions, two consultation types were designed; *open consultations* and *one-on-one consultations*.

#### **Open consultations**

Open consultations were designed to be welcoming to all interested parties to give their input.

These consultations targeted 10–15 individuals at a time and focused on sub-elements of the commission through carefully curated questions. Participants were invited to give their written input to specific questions, after which they were taken through a moderated discussion by their hosts. The facilitated format allowed for probing more deeply into core topics, and leveraged interactions between individuals to snowball responses.

#### **One-on-one consultations**

EAT has cultivated a strong network of food system actors which express varying degrees of agreement with the results of the first EAT-*Lancet* Commission. More intimate consultations with these actors ensured that EAT could better understand the origins of their concerns and integrate them where possible. To encourage dialogue that was free of pressure, each oneon-one consultation was intended for one institution or network. The objective was unfiltered inputs from the perspective of the target group in question. As with the open consultations, a standardized format was followed.

Once all the consultations were completed, the written responses were extracted from Howspace and compiled into one Excel file. After working with, and familiarizing themselves with the rich set of data, EAT team members inserted the responses into a secure workspace and synthesized and sorted the responses further using Howspace AI tools. The Howspace AI Insight widget was applied to generate concise summaries, theme clusters, and word clouds for each of the respective questions. The advanced capabilities of the Howspace AI tools facilitated comprehensive and nuanced interpretations of the diverse responses gathered and was complemented by facilitator notes.

#### Limitations

Acknowledging the invaluable input received from a diverse set of stakeholders across various regions of the world, it is important to recognize that the consultations, primarily conducted online in six specific languages, may not have reached everyone. The nature of the consultations, which relied on written input from participants, regrettably could not encompass all voices.

As the vast majority of the participants had a significant interest in food and/or food systems, whether due to field of expertise or other reasons, the findings in this report should be interpreted as such and not as representative of the global population.

Furthermore, since the open consultations were open to all, equal representation across all sectors and continents could not be ensured.

Thank you for reading. Please visit <u>eatforum.org</u> for more information.





