



One planet
inform with care



One planet
eat with care

Side event

Engaging consumers in sustainable food systems
Communicating food products' sustainability information

5 February 2019, 12:00–13:00



This session brings together the Sustainable Food Systems and Consumer Information Programmes of the One Planet network to examine the global challenge of sustainable food consumption and production set against the backdrop of low consumer awareness of sustainable food options and the importance to efficiently convey credible product sustainability information to consumers. The latter has been internationally recognized by Agenda 2030 through target 12.8.

The session will be an interactive workshop providing insights on these two inter-related challenges. The workshop will aim to identify and discuss the main challenges that need to be addressed in order for organizations to excel when communicating about food products' sustainability based on the UN *Guidelines for Providing Product Sustainability Information*. The workshop will also showcase examples of consumer engagement for education in the food sector in both South East Asia and Latin America.

Featuring:

Martina Fleckenstein & Tanja Ploetz, *WWF*

Naomi Scott-Mearns, *Consumers International* & Bettina Heller, *UN Environment*

Andrea Cino Barreda, *Fundacion Chile*

