

IN A NUTSHELL













CUES addresses the urgent need for a more sustainable food system that benefits the environment, society, and the economy. The project aims to foster a Triple Change in the food system concerning culture, food value chain, and policy. To this end, CUES will pilot nine food system interventions and policy dialogues, actively involving consumers, food value chain actors and policymakers. A learning community and toolkits for behavioural change and communication will be developed to motivate 3 million consumers to make sustainable food choices.

OBJECTIVES

- Co-design methods and approaches to guide and change consumer behaviour and determine the persuasive cues to promote sustainable consumer behaviour.
- Empower food value chain actors to make, distribute, and promote sustainable food options.
- Increase consumers' understanding about food safety, labelling, and circular systems, as well as the impact of their own eating habits.
- Establish policy dialogues with multiple actors and set up an advisory board to inform food system governance.



PROJECT PARTNERS

	Erasmus University Rotterdam www.eur.nl	Netherlands
	Heidelberg Institute of Global Health www.klinikum.uni-heidelberg.de	Germany
	KU Leuven www.kuleuven.be	Belgium
	Wageningen University www.wur.nl	Netherlands
	Fair Trade Advocacy Office https://fairtrade-advocacy.org	Belgium
	University of Valencia www.uv.es	Spain
	National Association of Interest Representations for Small-scale producers and service providers https://kisleptek.hu	Hungary
	Tecnoalimenti S.C.p.A. www.tecnoalimenti.com	Italy
	University of Zagreb, Faculty of Economics & Business www.efzg.unizg.hr	Croatia
	European Football for Development Network www.efdn.org	Netherlands
	OpenDot www.opendotlab.it	Italy
	Loki Foods https://lokifoods.com	Iceland
	Banco Alimentar Contra a Fome www.bancoalimentar.pt	Portugal
	Future Intelligence Ltd www.f-in.gr	Greece
	Association of Conscious Consumers www.tudatosvasarlo.hu	Hungary
	Q-PLAN International Advisors PC https://qplan-intl.gr	Greece
	KEPKA www.kepka.org	Greece
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	ASUFIN www.asufin.com	Spain
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IMPACT

Nutrition: Increase sustainable food consumption for three (3) million consumers.

Food: Reduction of global food waste.

Cultural: Improved consumers' perceptions of desirability of sustainable food options.

Food value chain: Improved scalability of sustainable food business models.

Policy: Enhanced policies for transition to sustainable food system.

Academic: Training methods and insights to study sustainable food consumption.

Project Identity

Project title:
Consumers' Understanding of Eating Sustainably

Grant Agreement No: 101136507

Start: 1 March 2024

Duration: 48 months

Budget: € 6,496,856.75



Find Out More

<https://cuesproject.eu>

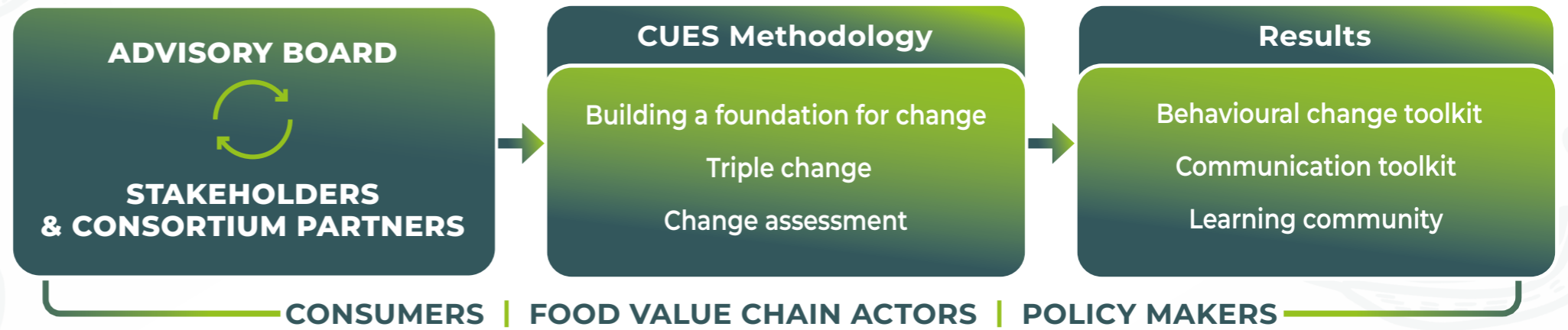
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CUES APPROACH

Multi-actor Participatory Approach



THE TRIPLE CHANGE MODEL

9 INTERVENTIONS

- Bulgaria
- Greece
- Hungary
- Iceland
- Ireland
- Italy
- Netherlands
- Portugal
- EU-wide hackathon

