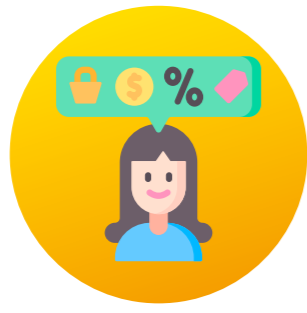




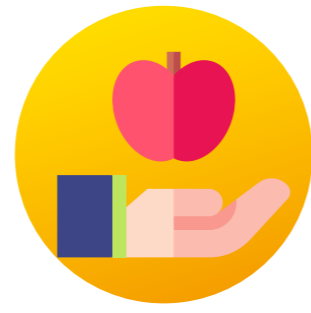
CUES

CONSUMERS' UNDERSTANDING OF EATING SUSTAINABLY

PROJECT OBJECTIVES



Co-design methods and approaches to change consumer behaviour



Empower food value chain actors for sustainable food options

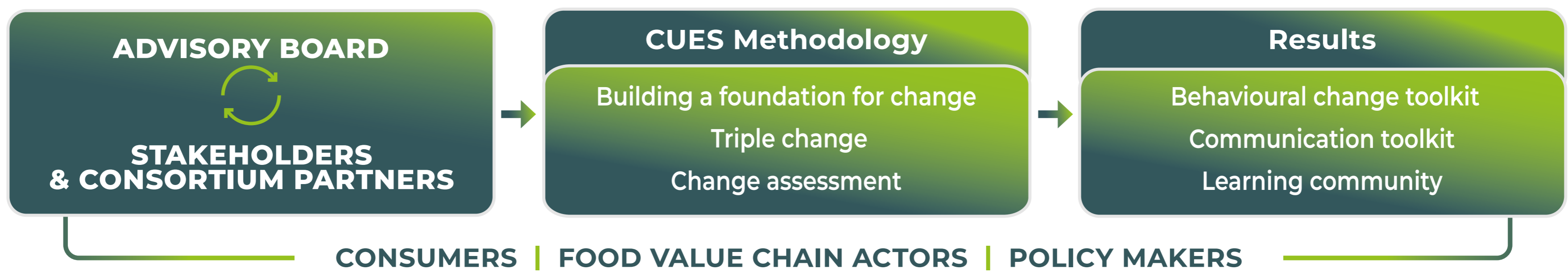


Increase consumers' understanding about food safety, labelling, and circular systems



Inform food system governance

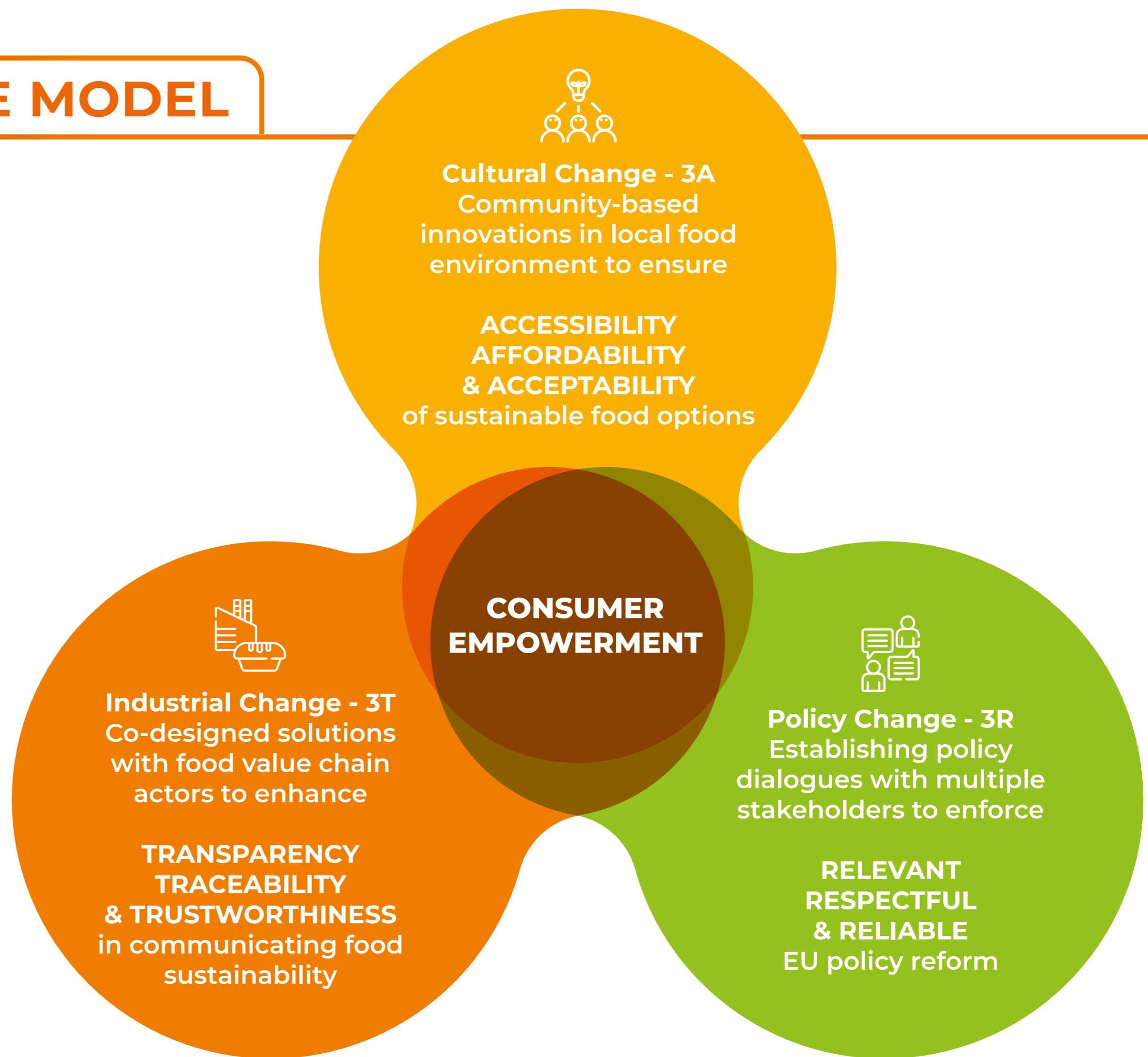
CUES APPROACH Multi-actor Participatory Approach



THE TRIPLE CHANGE MODEL

9 INTERVENTIONS

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



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