



23/09/2025

PRESS RELEASE

Moving from Planning and Mapping to Action and Implementation: CUES Project Enters Its Next Phase

The CUES project has taken a major step forward in its mission to empower consumers to make sustainable food choices. From **September 9-11, 2025**, CUES held its **4th Consortium Meeting in Lisbon, Portugal**, hosted by [Banco Alimentar Contra a Fome](#) (The Food Bank in Portugal).

This milestone gathering brought together partners from across Europe to review progress, share key research findings, and plan the next steps towards achieving the project's ambitious vision of driving a **Triple Change** in the food system—shifting **culture, value chains, and policy**. The Lisbon meeting marked a clear transition: **from planning to action**. **CUES Triple Change Model** is now being transformed into tangible impact through **nine intervention cases**, academic research outputs, and stronger industry and policy engagement.

Dr. Yijing Wang, the **Project Coordinator from [Erasmus University Rotterdam](#)** (The Netherlands), emphasised the meeting's success, stating: **"The Lisbon meeting marked a clear transition for CUES from mapping the food system to implementing real-world solutions. The energy in the room over the three days reflected what makes CUES truly unique: the way we bring together not only expertise, but also heart and passion. It was inspiring to see our partners so strongly aligned around the Triple Change vision and committed to transforming research and intervention design into action across diverse European contexts."**



During the meeting, partners discussed **key research insights** from systematic reviews and surveys on how communication influences consumers' sustainability perceptions, attitudes, and behaviours, as

well as the broader social, economic, and environmental factors that influence sustainable food choices. Preliminary results were also presented on consumer acceptance of plant-based fish and seafood alternatives, as well as consumers' willingness to reduce dairy consumption and adopt plant-based substitutes.

Particular focus was given to the presentation of the progress of the **nine intervention cases** across Europe as we are transitioning from the co-creation phase to the actual implementation. Case leaders introduced their concepts and outlined the activities planned for the coming months. Three **football clubs**, [Sheffield United Football Club](#) (UK), [Real Betis Balompié](#) (Spain), and [Tampereens Ilves](#) (Finland), joined the meeting to present how they are going promote healthier and more sustainable diets to football fans.

Within the meeting, an **Advisory Board meeting** was organised bringing together policymakers, public authorities and experts from diverse sectors to provide valuable insights on consumer behaviour, co-designed solutions to drive food value chain change and address policy gaps and identified opportunities for small cooperatives as well as keys to boosting cross-border transparency.



In addition to strategic discussions, the consortium also joined forces with its host, Banco Alimentar Contra a Fome, by packing food parcels that went on to reach more than 300 charities. This hands-on contribution supported Banco Alimentar's impressive daily effort of distributing 40 tons of food to the 380 charities it serves.

Looking ahead, the next phase of CUES will focus on the implementation of the nine intervention cases across Europe, strengthening collaborations with the food industry, and intensifying engagement with policymakers. The project's aim is to translate research and co-creation into meaningful actions that foster lasting change in the way we produce, distribute, and consume food.

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