



# How can retailers help consumers to eat more plants and reduce food waste?

6 actions to make sustainable consumption mainstream

The [EIT Food 'SUCCESS'](#) project examines how supermarkets and consumers collaborate towards easy sustainable strategies in Belgium, Finland, and Poland. The proposed strategies below are based on the combined insights from the project's in-shop experiments, consumer food education workshops, consumer surveys, stakeholder interviews, diary studies and dialogue sessions with supermarkets and citizens.



## 1 Make plant-based AVAILABLE

- **Retailers** can increase the offer of plant-based vs. animal-based products.
- This can be facilitated by **other actors** funding research and development for innovative plant-based products, and supporting collaborations between technological start-ups and larger manufacturers.



## 2 Make plant-based AFFORDABLE

- **Retailers** can offer discounts on plant-based products and promote more affordable plant-based proteins such as legumes and tofu.
- **Policymakers** can lower taxes on plant-based alternatives and subsidise their production, while reconsidering subsidies on meat and limiting their production.



### 3 Make plant-based ACCESSIBLE

- **Retailers** can increase access to plant-based via strategic placement (e.g., near the entrance, at eye-level, next to meat), and offer convenient plant-based meals and meal kits.
- **All actors** can educate about cooking plant-based via recipes and workshops. Smaller meat portions facilitate compensatory plant intake.



### 4 Make plant-based ATTRACTIVE

- Initiatives such as the promotion of plant-based cuisines, awareness campaigns, and sensory marketing can increase the appeal of plant-based options.
- **Policymakers** can support eco-labelling schemes and harmonised messaging to counter greenwashing and promote social norms favoring plant-based foods.



### 5 Make food waste AVOIDABLE

- **Retailers** can educate consumers on reducing food waste through meal planning, optimal storage practices, and utilising imperfect produce.
- Tools like shopping list apps and discounts on products nearing expiration can encourage mindful consumption and reduce waste.



### 6 Engage with citizens in an ALLIANCE

- To create initiatives that better resonate with citizens, their views can be obtained by combining a wide-reaching quantitative approach (e.g., surveys) with an in-depth qualitative approach (e.g., focus groups).
- This helps consumer segmentation and the identification of facilitators and barriers.

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