

Unleashing a chain of
climate choices in
agriculture, food and
land-use sectors

Choice



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Mainstream mitigation pathways for a climate-conscious change in the food chain

Paving the way to 1.5°C climate goal

(EU)
(CHOICE)
(ME)



We pioneer in shaping efficient demand-side climate mitigation pathways in the crucial sectors of Food, Agriculture and Land Use towards 2050 Zero Emission Goal.

The core of our mission pivots around Integrated Assessment Models (IAMs), which are invaluable tools that aid policymakers in modelling and assessing climate stabilization pathways and making better-informed decisions. However, the mitigation options traditionally focused on IAMs are the supply-side measures. Due to the inherent complexity and actor heterogeneity, less attention is given to demand-side and food system representation.



CHOICE aspires to accelerate climate action by mainstreaming IAMs and embedding them into the lifestyle choices and decision-making process of consumers, producers and actors of the food chain.



01

Create a new generation of climate change aware citizens, communities and industry actors, by mainstreaming IAMs' outputs and embedding them into established applications and services related to food consumption, production and supply chain.

02

Improve the accuracy and policy-relevance of well-recognised Integrated Assessment Models, by introducing and improving their representation of actor heterogeneity and behavioural aspects, both playing a crucial role in a realistic mapping of societal transitions.

03

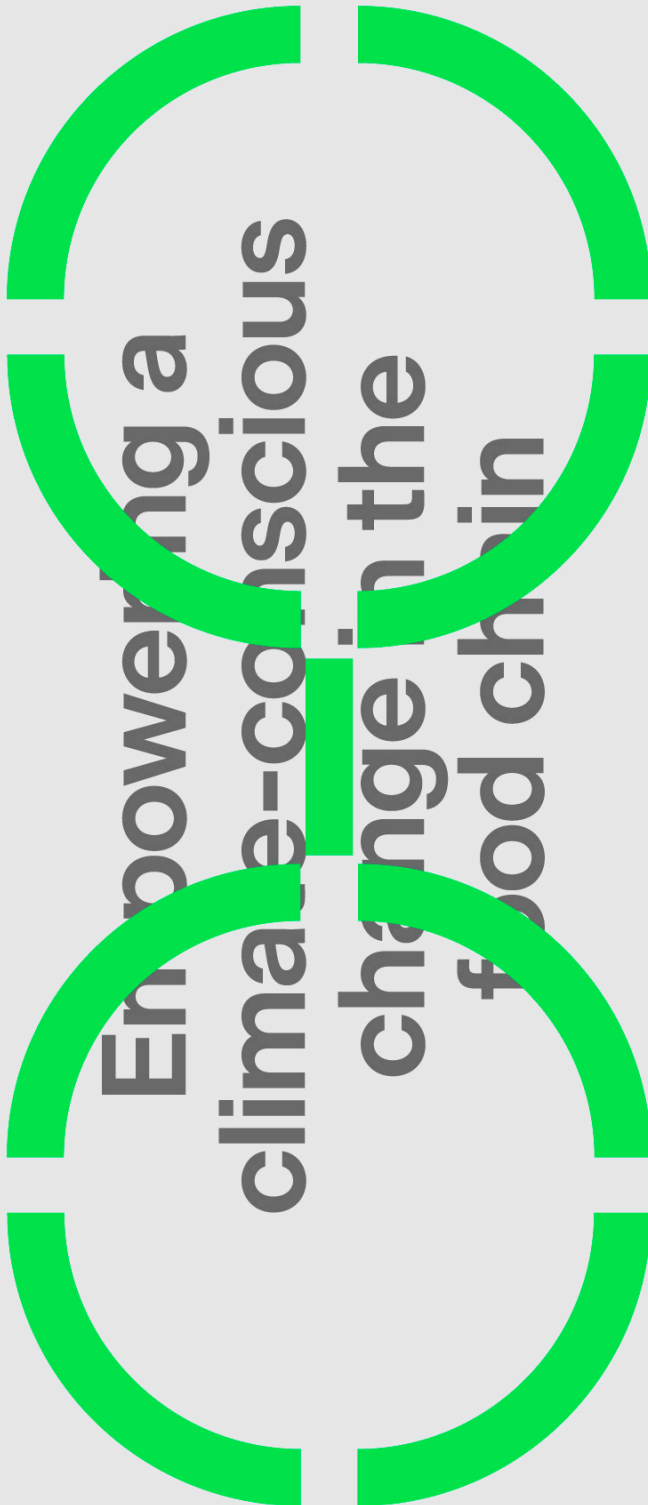
Provide a concrete understanding for demonstrating how small to medium scale actions in local level related to the adoption of food-oriented demand-side measures, may be upscaled to a global level, taking consideration of different socio-economic profiles, distributional and equity effects.

04

Improve the acceptance of IAMs to non-expert groups of stakeholders and decision makers, using innovative ways to engage them in the whole process chain, from results visualization to scenario building.

05

Explore and quantify trade-offs from the adoption of its proposed actions, including in the fields of biodiversity, health, food security, towards the achievement of UN Sustainable Development Goals (SDGs).



Utilize success from local actions to global climate models



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Starting from a bottom-up analysis of individual consumers and actors of the food supply chain, and understanding their behavior and their potential for change, CHOICE will use this information to consistently feed into a new generation of IAM models, that will correctly reflect the underlying heterogeneity, accounting for multiple representative consumers and actors.

The IAM-generated impacts from highly influential 1.5oC-compatible mitigation actions shall highlight, besides emissions, the co-benefits of their changes in behaviour or practice in terms of health, biodiversity and food security aspects, in familiar scales.

Spearheading Sustainable Food Choices Worldwide



CHOICE leverages immersive digital tools, dynamic data storytelling, and massive online games, all designed with emotional resonance and social incentives. Utilizing these immersive enablers, CHOICE will launch impactful engagement and 'green marketing' campaigns across five pilot sites, each exploring different mitigation pathways embracing diverse actors and communities of the food chain with a consistent focus on informing global IAM models.

Colombia

Motivating local women coffee producers to adopt sustainable production practices and reduce vulnerabilities in their communities and ecosystem.

Spain

Adopting sustainable farming practices for olives and livestock sector.

South Africa

Adoption of healthier, sustainable diets and reduction of food waste.

Austria

Adopting more healthy and sustainable food consumption lifestyle choices.

Greece

Promoting sustainable grocery shopping choices in an online retail store.

Fast Facts



16 Partners

36 Months

Start Date

1 November 2023

5M Total Budget

5 Pilot Sites

5 EU Countries, South Africa and Colombia



Contact Us

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Our Team

CHOICE boasts of an inter-disciplinary consortium of 16 partners from five European Countries, South Africa and Colombia.



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