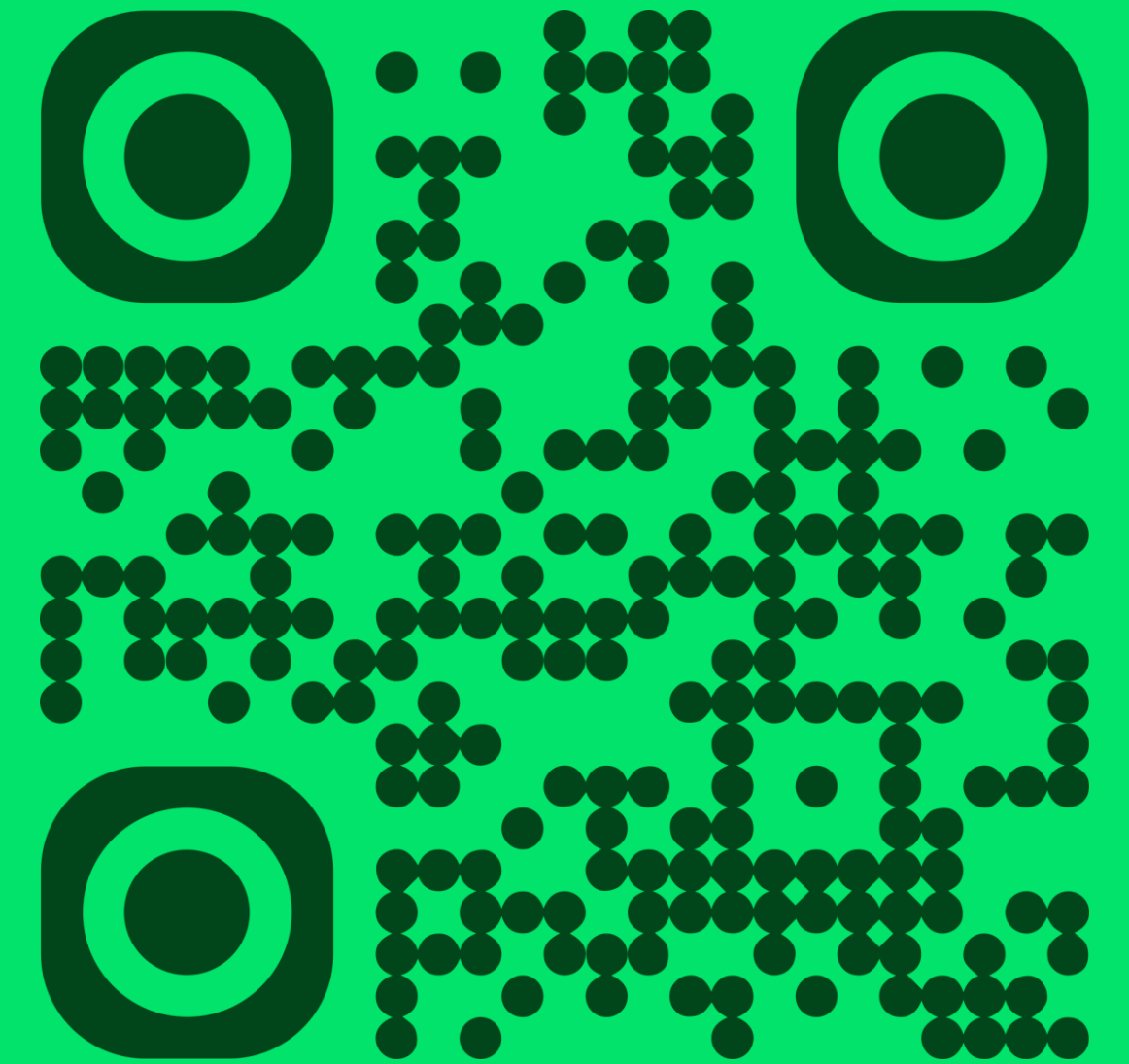# CHOICE

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

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CHOICE Overview
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Antonia Lorenzo, BIOAZUL SL

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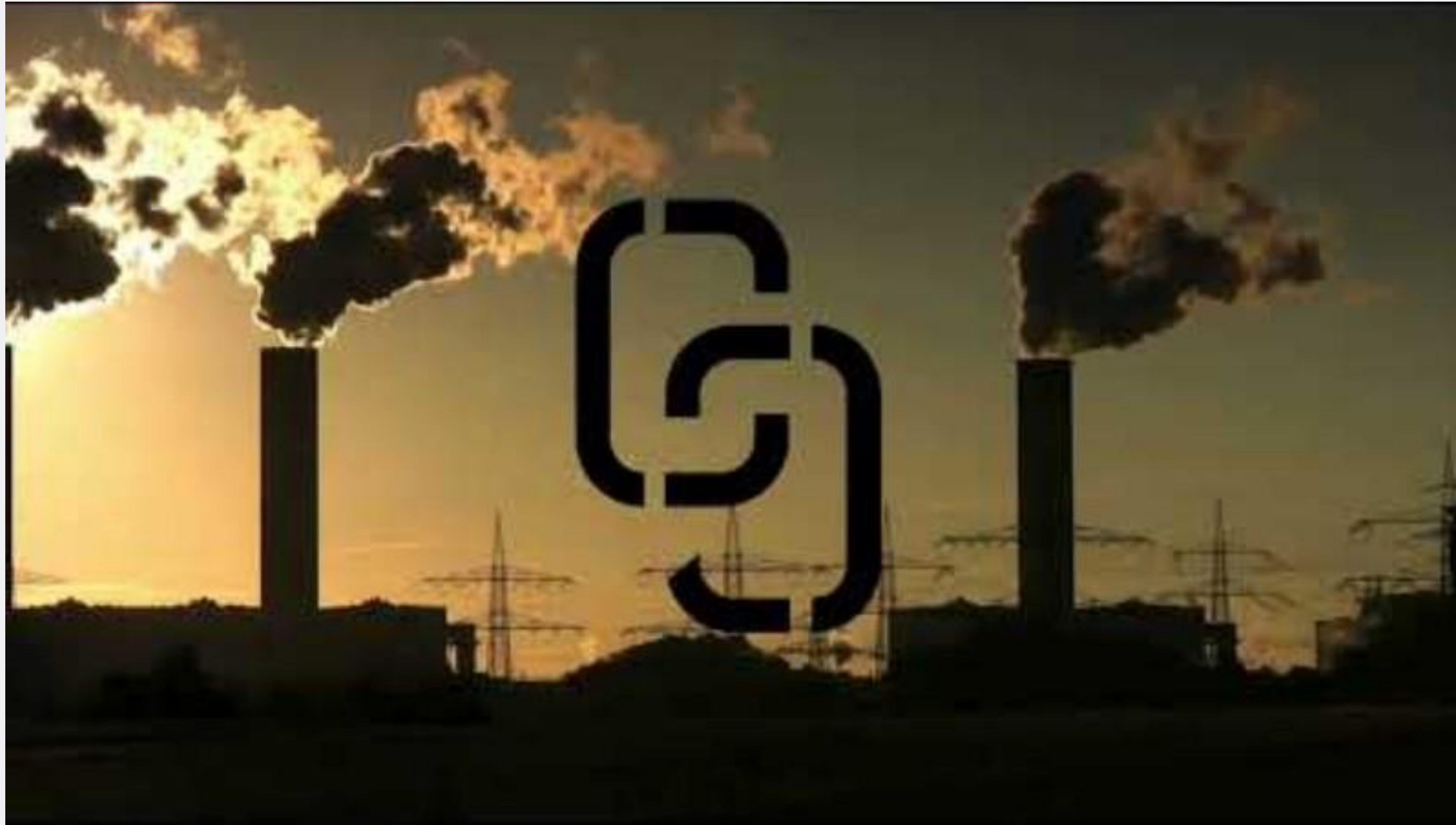the European Union

CHOICE Facts and Figures

CHOICE seeks to mainstream Integrated Assessment Models (IAMs) in the Food, Agriculture, and Land Use sectors, integrating behavior change and actor diversity into IAMs using a hybrid approach with a goal to accelerate climate action.

- Duration:36 months (11/2023-10/2026)
    - EU Funding: 4,936,472.50 €
- 16 partners from 8 countries
    - 5 Research institutes (ICCS, ATHENA, ERRA, IIASA, NOA)
    - 1 Non-Government Organization (SDSN)
    - 6 SMEs (inoqo, LIBRA, INO, e-Fresh, BIOAZUL, SUPracafé)
    - 2 Academic Institutions (RU, UP)
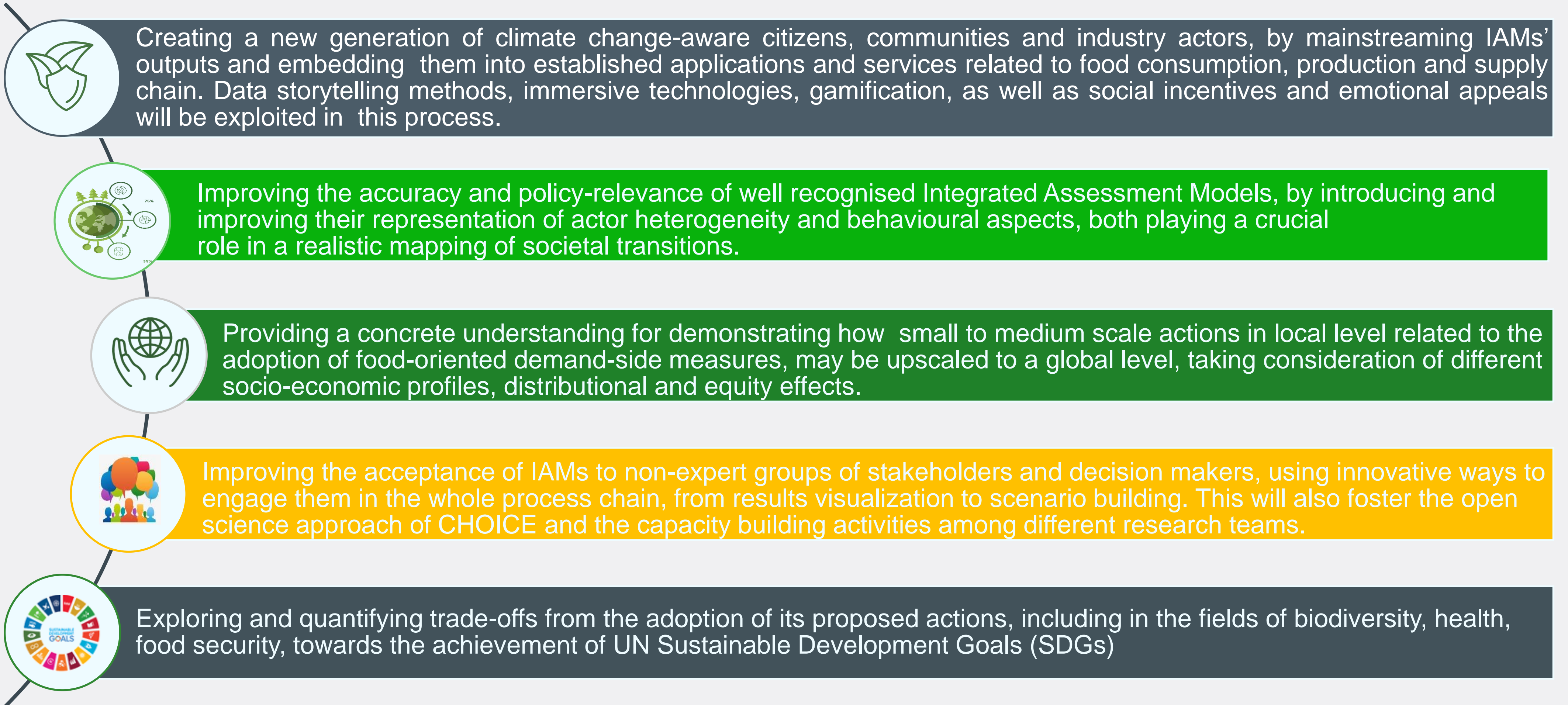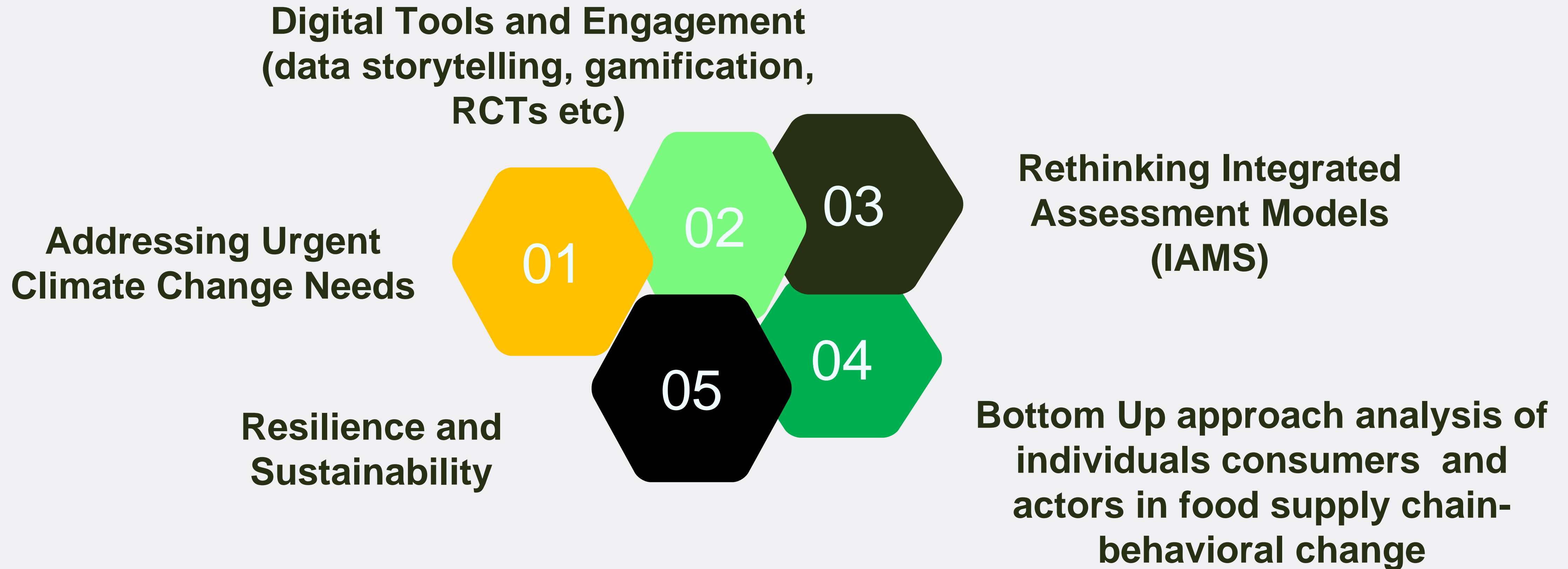   - 2 Cooperatives and Producers Associations (CAAND, Tecnicafé)

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CHOICE Facts and Figures

CHOICE Objectives

Creating 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. Data storytelling methods, immersive technologies, gamification, as well as social incentives and emotional appeals will be exploited in this process.

Improving 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.

Providing 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.

Improving 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. This will also foster the open science approach of CHOICE and the capacity building activities among different research teams.

Exploring and quantifying 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)

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CHOICE Innovation potential

Digital Tools and Engagement (data storytelling, gamification, RCTs etc)

Rethinking Integrated Assessment Models (IAMS)

Addressing Urgent Climate Change Needs

01

02

03

05

04

Resilience and Sustainability

Bottom Up approach analysis of individuals consumers and actors in food supply chain- behavioral change

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CHOICE Pilots

Pilot Demonstrations at a glance

Pilot	Stakeholders	Enablers	Outcomes
SPAIN (CAAND)	291,000 farmers and 659 Agriculture cooperatives	CHOICE IAM models (FABLE, GLOBIOM, Behavioral models, data storytelling, RCTs)	Increase farmer adoption of sustainable practices, engage local actors in various scenarios and organize impactful campaigns of ecological sustainability
Austria (Inoqo)	Consumers and active users of leading ecommerce retailer ODA	Inoqo immersive tools, data storytelling visuals, RCT framework, CHOICE IAM models (FELIX, GLOBIOM), and behavioral models	Increase in sustainable consumption adoption and a 15-20% reduction in participants carbon footprints over 12 months
Greece (e-Fresh)	200,000 e-Fresh online supermarket users	Utilizing CF labels, data storytelling visuals, RCT framework, CHOICE IAM models, and behavioral strategies	Active campaign participation, 10% increase in sustainable product adoption, lower CF scores and increased sales of sustainable products
COLOMBIA (SUP/TECNI)	487 women coffee producers in Colombia	CHOICE IAM models (FABLE, GLOBIOM), behavioral models, data storytelling visuals & narratives, RCT framework	Increased adoption of sustainable practices by farmers, active engagement of more than 200 women and farmers for at least 12 months and organization of campaigns
SOUTH AFRICA (UP)	Diverse groups, university students, industry and academia, public authorities in workshops	Utilize the "Shrink your Food Waste" app, data storytelling visuals, RCT framework, and CHOICE IAM models to drive engagement and behavior change	Aim to achieve a 10-20% increase in youth adopting healthier choices, engage over 1000 active app users in reducing their consumption footprint by 15% as well as involve local decision makers in exploring sustainable consumption habits

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CHOICE Pilots

Spain: Adopting sustainable farming practices for olives and livestock sector

Stakeholders: Collaboration with 291,000 farmers and 659 agriculture cooperatives to evaluate sustainable practices in olive and livestock farming

Motivation: Addressing Spain's growing food-related carbon footprint, particularly in olive and livestock production due to environmental concerns and emissions

Components: Implementing sustainable farming practices such as rotational grazing, regenerative agriculture, and bio-fertilizers, utilizing CHOICE IAM models and digital engagement campaigns

Enablers: Leveraging CHOICE IAM models (FABLE, GLOBIOM), behavioral models, data storytelling, and RCT framework to drive adoption.

Outcomes: Aims to increase farmer adoption of sustainable practices, engage local actors in various scenarios and organize impactful campaigns for ecological sustainability

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CHOICE Pilots

Colombia: Motivating local women – 450 coffee producers belonging to AMUCC- to adopt sustainable production practices and reduce vulnerabilities in their communities and ecosystems.

Motivation: Colombia is a major global coffee producer and women play a crucial role. However, traditional practices and vulnerabilities hinder sustainability

Components: Female coffee producers will explore sustainable practices and participate in engagement campaigns and workshops showcasing CHOICE IAM modeling results

Enablers: CHOICE IAM models (FABLE, GLOBIOM), behavioral models, data storytelling visuals & narratives, RCT framework

Outcomes: Increased adoption of sustainable practices by farmers, active engagement of more than **200 women and farmers for at least 12 months and organization of campaigns**

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Key Expectations

- Create climate change-aware citizens, communities and industry actors through the mainstreaming of IAMs and CHOICE applications;

- Enhance the IAMs by introducing improved representations of actor heterogeneity and behavioural aspects;

- Demonstrate how small to medium scale actions related to the adoption of food-oriented demand-side measures may be upscaled to a global level, taking into consideration different socio-economic profiles;

- Improve the acceptance of IAMs to non-expert groups of stakeholders and decision makers using innovative ways for engagement such as visualization tools and custom web-based applications;

- Exploration of trade-offs for the adoption of CHOICE proposed actions in the fields of biodiversity, health and food security towards the achievement of UN Sustainable Development Goals (SDGs);

- High use of the scientific publications and research data of CHOICE from the scientific community;

- Achieve sustainability for the project's results and prepare the ground for market entry.

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