

Rethinking Dairy Choices For You and the Planet

How do our eating habits affect the environment? By rethinking our dairy choices, we can reduce our climate impact and make every grocery decision count, for our health, our planet, and future generations.



OBJECTIVES

01

Raise awareness about the climate footprint of cow's milk versus plant-based alternatives

02

Empower consumers to make more sustainable grocery choices through real-time data

03

Promote climate-conscious behavior at the point of purchase

04

Demonstrate the power of everyday food decisions in tackling climate change

04

Create measurable change in consumption patterns using digital tools & behavioural insights

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Why it Matters

Dairy production is a key driver of greenhouse gas emissions, yet many consumers aren't aware of its environmental cost. Choosing plant-based alternatives can significantly cut your carbon footprint—without sacrificing taste or health.

This campaign brings climate data directly to the shopping experience, helping consumers make informed, climate-conscious choices.

KEY FACTS

- ✓ **Region:** Greece
- ✓ **Target audience:** Over 200,000 e-fresh.gr registered users
- ✓ **Products covered:** Around 12 products
- ✓ **Duration:** August '25–September '25

Tools /Enablers

- **Digital CO₂-eq labels** into product listings
- **Data storytelling** visuals and narratives
- **A/B testing** framework
- **CHOICE IAMs** via interactive interfaces
- **Behavioural models** for nudging and consumer engagement

Partners involved

pilot leader:

Partners:



Funded by
the European Union



Choice

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and join us!

www.e-fresh.gr



www.climatechoice.eu

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