

Rethinking Meat Choices: Small Changes, Big Impact

How do our food choices impact the planet? By rethinking meat consumption, we can cut emissions, save time in cooking, and make everyday meals more sustainable.



- Raise awareness about the climate footprint of different protein sources.
- Promote the adoption of lower-impact and plant-based food options.
- Support informed grocery decisions through transparent, data-driven communication.
- Encourage small, meaningful dietary changes that reduce emissions and can also save time and energy in cooking.

Why it Matters

Beef production has one of the highest environmental footprints in the food system. Replacing beef with lowerimpact proteins such as chicken or soy can significantly reduce greenhouse gas emissions and water use. Many plant-based alternatives are quick and easy to prepare, requiring less cooking time and energy. This campaign integrates climate data and sustainability insights directly into the shopping experience, helping consumers make informed and responsible choices at the point of purchase.



KEY FACTS

- Region: Greece
- √ Target audience: Over 200,000 efresh.gr registered users
- Products covered: Around 12 products
- ✓ Duration: October '25- November '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:









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Choice

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www.e-fresh.gr

www.climatechoice.eu

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Το supermarket στην πόρτα σας