

# Use your feed to feed you: sustainably, culturally, and consciously

Use your screen time to change your plate for you and the planet.



## OBJECTIVES

01

Inform young audiences about how their digital and dietary choices affect their carbon footprint.

02

Encourage youth to spend part of their screen time exploring healthy, sustainable food ideas.

03

Promote awareness of the link between food waste, diet, and environmental impact.

04

Foster positive online engagement through challenges and data-driven storytelling.



## Why it Matters

South Africa faces a dual challenge: widespread food insecurity and 10 million tons of food wasted annually.

This campaign redefines screen time as a space for action — inspiring young people to explore healthy, climate-conscious diets through social media.

By linking digital engagement with food awareness, it shows that even five minutes online can spark real change toward sustainability.

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## KEY FACTS

- ✓ **Region:** South Africa
- ✓ **Target audience:** Youth Organisations
- ✓ **Practices covered:** sustainable eating habits and food waste reduce
- ✓ **Duration:** October '25 – November '25

## Tools /Enablers

- **Data storytelling** visuals and narratives
- **Behavioural models** for youth profiling and engagement
- CHOICE **IAM models** (FABLE, GLOBIOM)
- **Social engagement tools** (A/B testing, gamification, challenges)
- **“Shrink Your Food Waste”** mobile app

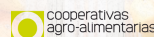
## Partners involved

pilot leader:



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Partners:

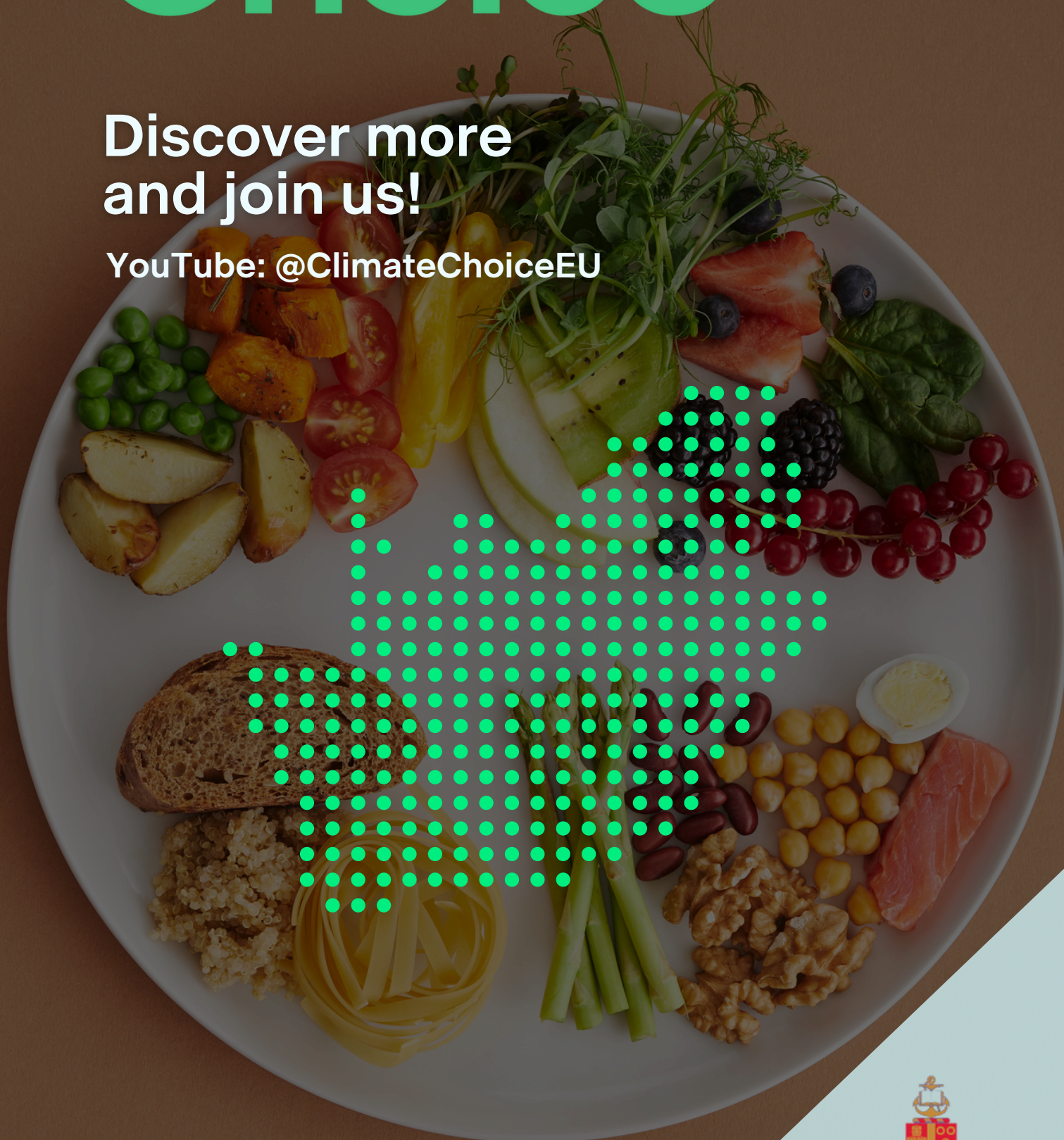




# Choice

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