Your Food. Your Future. Your CHOICE.

Did you know?

Approximately **43% of the population** experiences moderate to severe food security. About **62% cannot afford a healthy, balanced diet**. Despite these disparities in food access, the country witnesses the **annual waste of 10 million tons of food.**

South Africa's Food Paradox:

South Africans **only eat 20% of the fruits and vegetables** we need to stay healthy.
And from that small amount **we waste** another **20%**.

! We can change this!

Join the conversation and win prizes!

We are launching 5 campaigns aimed at empowering youth to eat healthier and waste less food

01 **Adapt to healthier & sustainable diets**

- Use your feed (FYP) to feed you
- Restoring inherited food habits

02 **Reducing Food Waste**

- Reduce household and individual waste footprint
- Reuse Food Items
- Planning Minimises Waste

KEY FACTS

- ✓ **Region:** South Africa
- ✓ **Target audience:** 1000 participants between the ages 18-35
- ✓ **Duration: March '26 - May '26**

Tools /Enablers

- **Data storytelling** visuals and narratives
- **Behavioural models** for nudging campaign participants
- CHOICE **IAM models** via interactive interfaces
- **A/B testing** for campaign messages evaluation

Partners involved

pilot leader: UNIVERSITEIT VAN PRETORIA UNIVERSITY OF PRETORIA YUNIBESITHI YA PRETORIA

Partners:

ATHENA Research & Innovation Information Technologies, ICCS, Sustainable Development Solutions Network, IIASA, LIBRA, ERRA, INOSENS, BIOAZUL, inoqo, cooperativas agro-alimentarias Andalucía, TECNICAFÉ, Fresh.gr, SUPRACAFÉ

Be part of the Chain! Join our Campaigns!

Choice

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