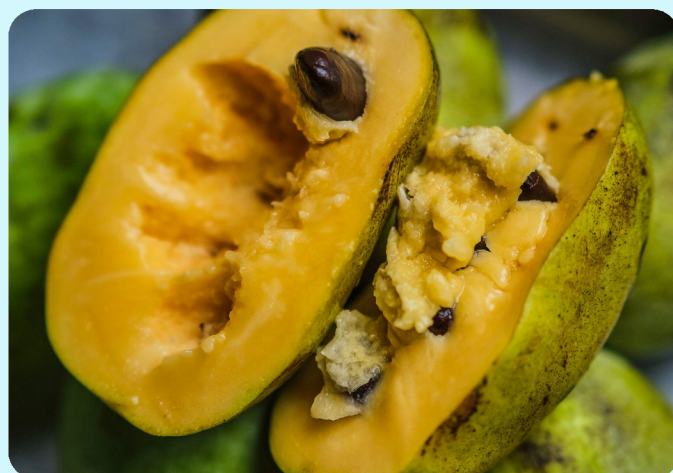


Your Food. Your Future. Your CHOICE.



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

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

02 Reducing Food Waste

- o Reduce household and individual waste footprint
- o Reuse Food Items
- o 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:



Be part of the Chain! Join our Campaigns!



Choice

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