

Choice

Horizon Europe • 2023–2026



Results & legacy

From food choices to climate futures.

What CHOICE achieved,
and the tools you can use now.



Funded by
the European Union

climatechoice.eu



www.climatechoice.eu

01 - What is CHOICE?

**Food feeds us.
It also drives
a third of
global emissions.**

Integrated Assessment Models (IAMs) are the climate models governments use to plan the path to 1.5°C. But they mostly account for technology, not people: what we buy, eat, grow and waste. CHOICE changed that. We integrated human behaviour into the climate models, and took the models to the people: farmers, retailers, shoppers and young citizens on four continents.



15

partners

7

countries

4

continents

5

**real-world
pilots**

36

**months,
2023-2026**

€5M

EU funding

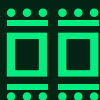
A chain from models to people, and back again.



Model – Scenarios from FeliX, GLOBIOM and the FABLE Calculator showed which food choices matter most for the climate.



Tell – Data stories turned data results into simple, visual messages, each ending with one small action anyone can take.



Test – Campaigns co-designed with farmers, retailers and young people ran in five pilots, with A/B tests comparing which messages work best.



Learn – What worked fed back into the models, so they better reflect how people really decide.

26 campaigns

17 co-design labs

30 data stories in 3 languages.

Choice

03 · What we achieved

Five pilots. One food chain.



SPAIN · ANDALUSIA ·

Olive and livestock farmers: With CAAND and Bioazul, campaigns on digital farm tools, cover crops, rotational grazing and solar energy reached farmers through cooperatives, WhatsApp, email and field events.



What we learned:

Business cases open the door. Farmers moved fastest on practical, low-cost steps.



COLOMBIA · CAUCA ·

Women coffee producers: With SUPRACAFÉ, TECNICAFÉ and the AMUCC women's association, "Cinema at the Farm" screened locally made documentaries on compost, water and fuel.



What we learned:

Stories told by peers and the community are more inspirational than technical advice.

CHOICE



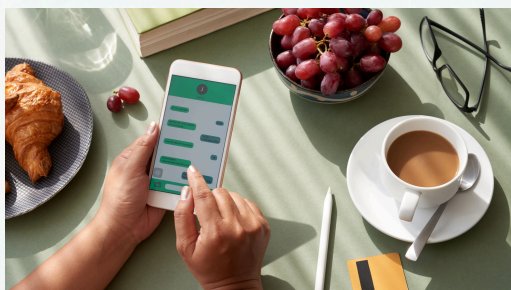
WHAT CHANGES SHOPPERS' MINDS?



GREECE • E-FRESH.GR

Online grocery shoppers: Green CO₂e labels on products, plus data stories in newsletters and banners, from dairy and meat to the Mediterranean diet.

Learned: showing the real cost, for wallet and planet, caught shoppers' attention.



AUSTRIAN PILOT • DM

Online shoppers: With dm in Germany, product carbon footprints in newsletters, quizzes, polls and ads about everyday breakfasts and snacks.

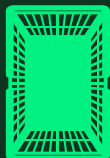
Learned: emotional, playful messages beat neutral information.



SOUTH AFRICA • UP

Young people, 18–35: With the University of Pretoria, campus activations on food waste, heritage diets and regrowing food at home.

Learned: personal and cultural stories, like grandma's cooking, resonated most.



The big lesson: how you say it matters as much as what you say.

Trusted messengers, information on costs and personal stories move people more than climate facts alone.

What really changes what we eat?

Behavioural science, applied in five pilots, to understand how people change and why.

HOW WE STUDIED IT



WHAT WE LEARNED

Change happens in steps

Awareness and attitudes shifted first. Practices and purchases followed where practical support was in place.

Cost matters

Cost drove choices everywhere. People value a lower footprint, but act when the economics work.

Audiences are different

Priorities differed by country, sector, income, education and gender. One message can't fit all.

Context comes first

Each pilot had its own barriers, from water scarcity to scepticism. Mapping them made campaigns relevant.



How it helped: these insights shaped CHOICE campaigns and fed behavioural scenarios into the climate models, so they reflected how different people really decide.

Tools that make climate choices visible.

Four digital enablers turned complex climate data into everyday nudges across the pilots.

01



CO₂e LABELS · INOQO

The footprint, on the product

Carbon footprints calculated ingredient by ingredient and shown as simple labels to e-fresh and dm shoppers.

02



DATA STORIES · LIBRA

Numbers people remember

Short visual stories in English, Greek and Spanish, each ending with one small action anyone can take.

03



GAME · HOTSPOT EARTH

Learn by playing

An action game where players balance climate, society and resilience, and see their choices play out.

04



MOBILE APP · ICCS

Shrink Your Food Waste

Plan meals, track your pantry and ask the built-in assistant for low-waste, lower-carbon tips.



Campaign optimisation: 24 A/B tests compared message variations to find what works best.



06 · Enhanced food system models

One food system. Many perspectives.

CHOICE enhanced three established models so they capture people, places and health, not just technology.



Consumer diversity

"Not one average consumer."

GLOBIOM now sees how diets differ by age and gender, and this informed FABLE- C and FeliX climate models too.



FeliX-R5 · Regional

"One change. Different regional impacts."

A regional version that shows how the same food-system shift plays out differently around the world.



GLOBIOM · Health

"Adding health to the picture."

A new health module links future diets with diet-related health outcomes, alongside land use and emissions.



FABLE Calculator

"National pathways to 2050."

Food choices modelled in more detail, diets compared with health recommendations, spatial impacts and new participatory approaches.



Beyond the pilots: training activities took these tools to modelling teams worldwide, from South Africa to Malaysia.

FREE TOOLS THAT STAY ONLINE



Felix Interactive Simulator

Explore how diets and food waste shape climate, land and biodiversity, right in your browser.

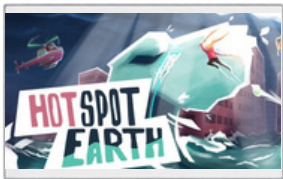
climatechoice.github.io/felix



FABLE Calculator simulator

Build and compare national food and land-use pathways to 2050.

fable-ui.erra.gr



Hotspot Earth

A fun, fast action game where every choice shapes the planet's future. Learn by playing.

Free demo on [Steam](https://www.steam.com).



Shrink Your Food Waste

Plan meals, track your pantry and see the CO₂ behind your food, so less ends up in the bin.

Android app on [Google Play](https://play.google.com/store/apps/details?id=com.climatechoice.shrinkyourfoodwaste).

Data stories are open to all at climatechoice.eu.



Choice

Every food choice is a **climate choice.**

CHOICE showed that models, stories and people can work together. Co-designed campaigns, A/B-tested messages, data stories, CO₂e labels, a game and an app brought the evidence to people, and what they did fed back into the models. Now the tools are yours. Keep the chain going.

15 partners · 7 countries

ICCS, IIASA, ATHENA RC, SDSN, National Observatory of Athens, University of Pretoria, LIBRA AI Technologies, Inosens, Bioazul, ERRRA, inoqo, Cooperativas Agro-alimentarias de Andalucía, SUPRACAFÉ, TECNICAFÉ, e-Fresh.gr.

Coordinator: Dr Angelos Amditis, ICCS.



Funded by the European Union under grant agreement No 101081617. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.



www.climatechoice.eu

@ClimateChoiceEU · LinkedIn · X · Instagram · YouTube