

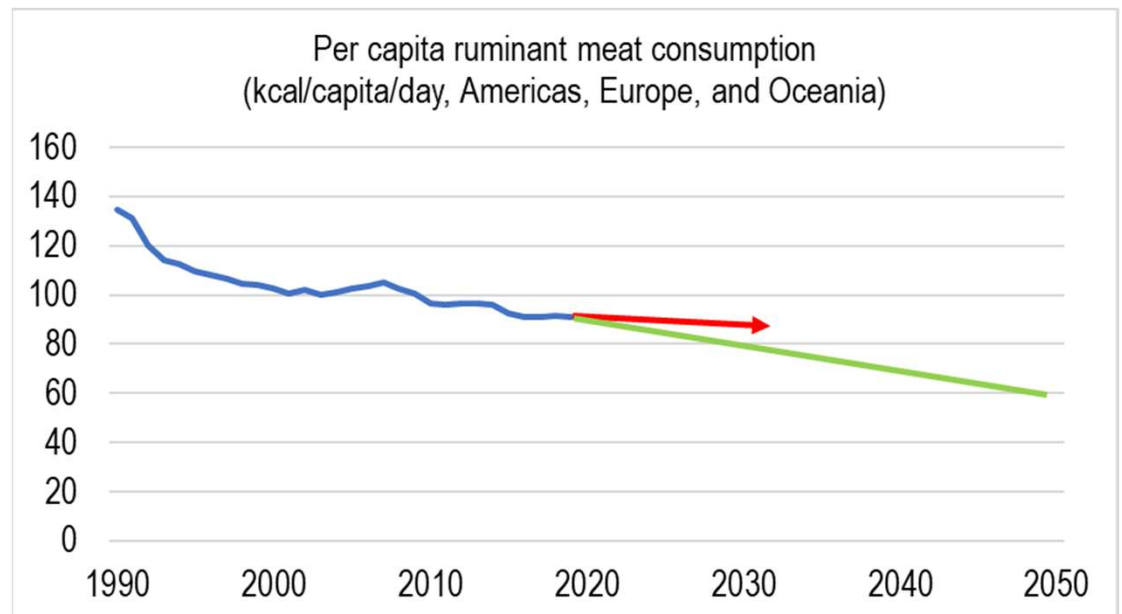


TACKLING CLIMATE CHANGE THROUGH FOOD

Anne Bordier
Food Initiatives Director, World Resources Institute



Consumption of Ruminant Meat Must Reduce 8x Faster



Source: World Resources Institute

Three levers for lower carbon diets

1. Accelerate dietary shift towards diets richer in plants
2. Improve agricultural practices
3. Scale alternative proteins

DRIVING BEHAVIOR CHANGE AT SCALE



- 80 organizations in 25 countries
- Serving 8 billion meals each year
- Reduced per-plate GHG emissions by 10%

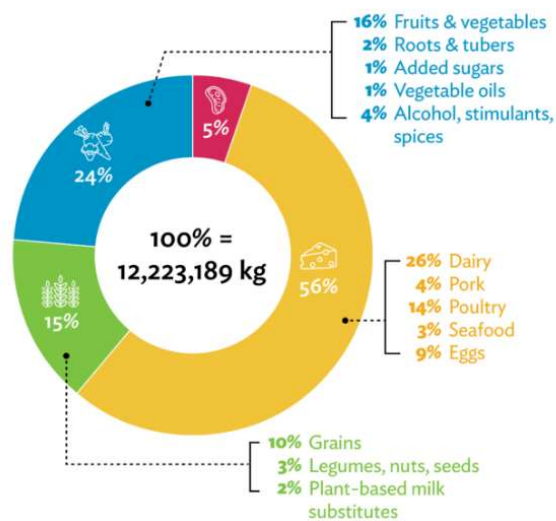


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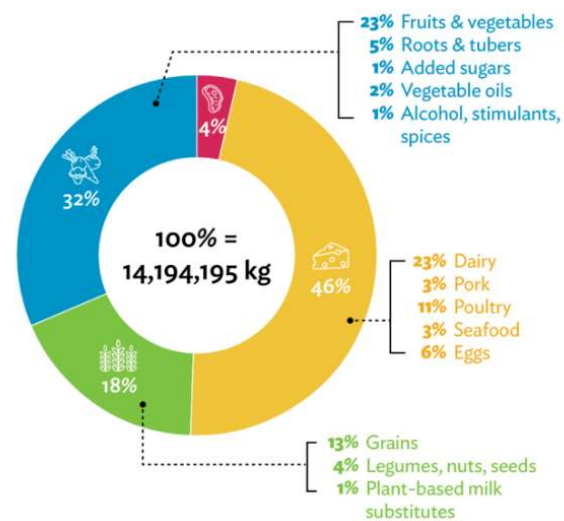
Small changes, big impact

Change in food purchases from baseline to 2022 for health care facilities

Food Purchases baseline
(kg boneless weight)



Food Purchases 2022
(kg boneless weight)

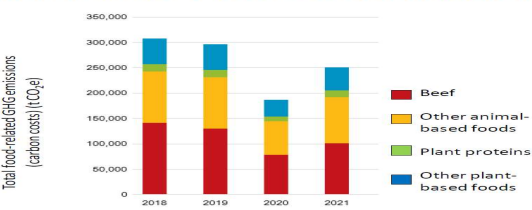


■ Beef and lamb ■ Other animal-based foods ■ Plant proteins ■ Other plant-based foods

Note: Food purchases shown for health care members who joined Coolfood prior to 2022.
Source: Member data.

Knowing the Numbers

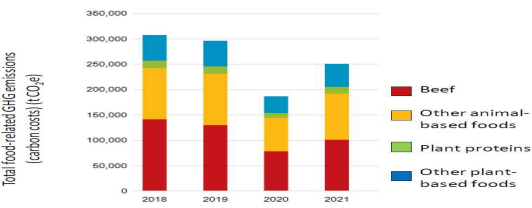
SAMPLE: total food-related emissions (2018-21)



	% change (2018-21)
Total food-related GHG emissions	-18.53%
Emissions per 1,000 kcal	-9.03%



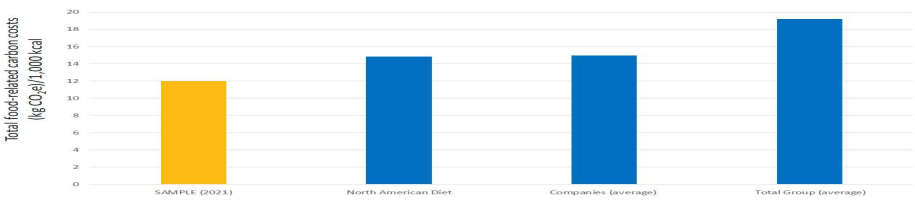
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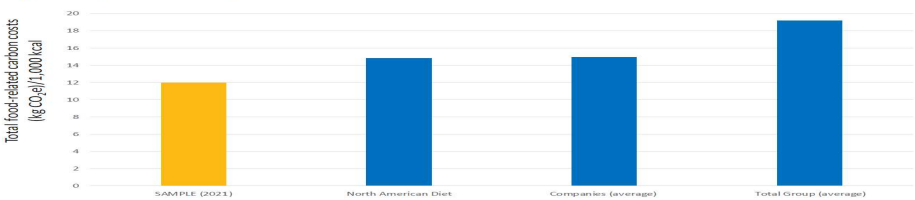
Benchmarking against sectoral and regional performance (per 1,000 kcal)



Source: Emission factors from Poore and Nemecek (2018) (agricultural supply chain) and Searchinger et al. (2018) (carbon opportunity costs). Note: only "mandatory foods" (animal and plant proteins) are counted in this chart for comparability across all members.



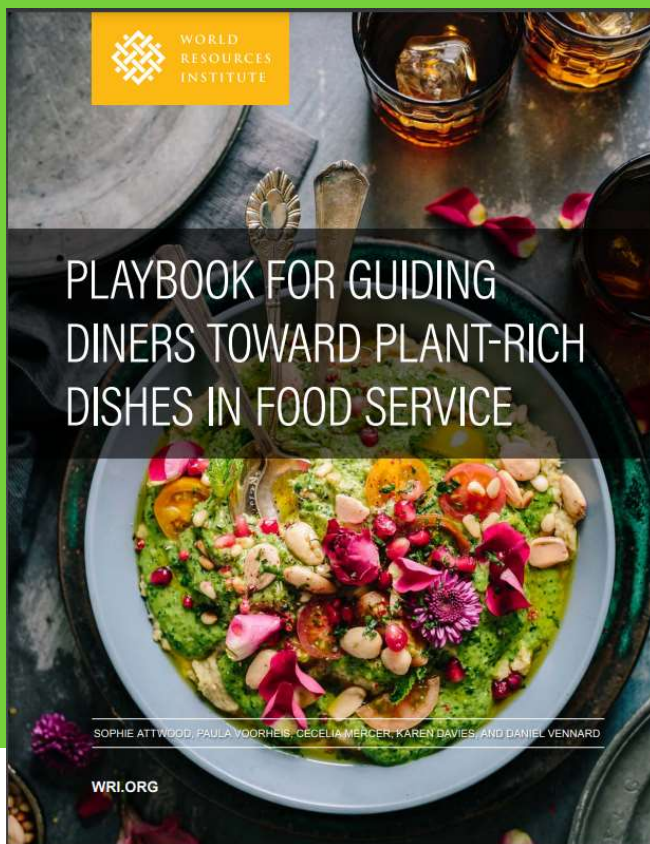
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Innovating Menus Using Behavioral Science



PRICE
Modifying cost

PLACEMENT
Changing food
displays

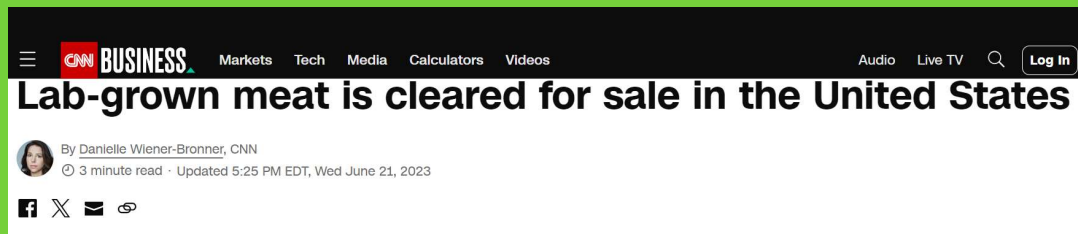
PROMOTION
Marketing &
communications

PRESENTATION
Re-designing food
menus

PRODUCT
Modifying the food
on offer

PEOPLE
Engaging staff
members

Scaling Alternative Proteins



**New WHO factsheet:
how can we tell if plant-
based products are
healthy?**



Get in touch at
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