

FEAST



Food systems that support transitions
to healthy and sustainable diets


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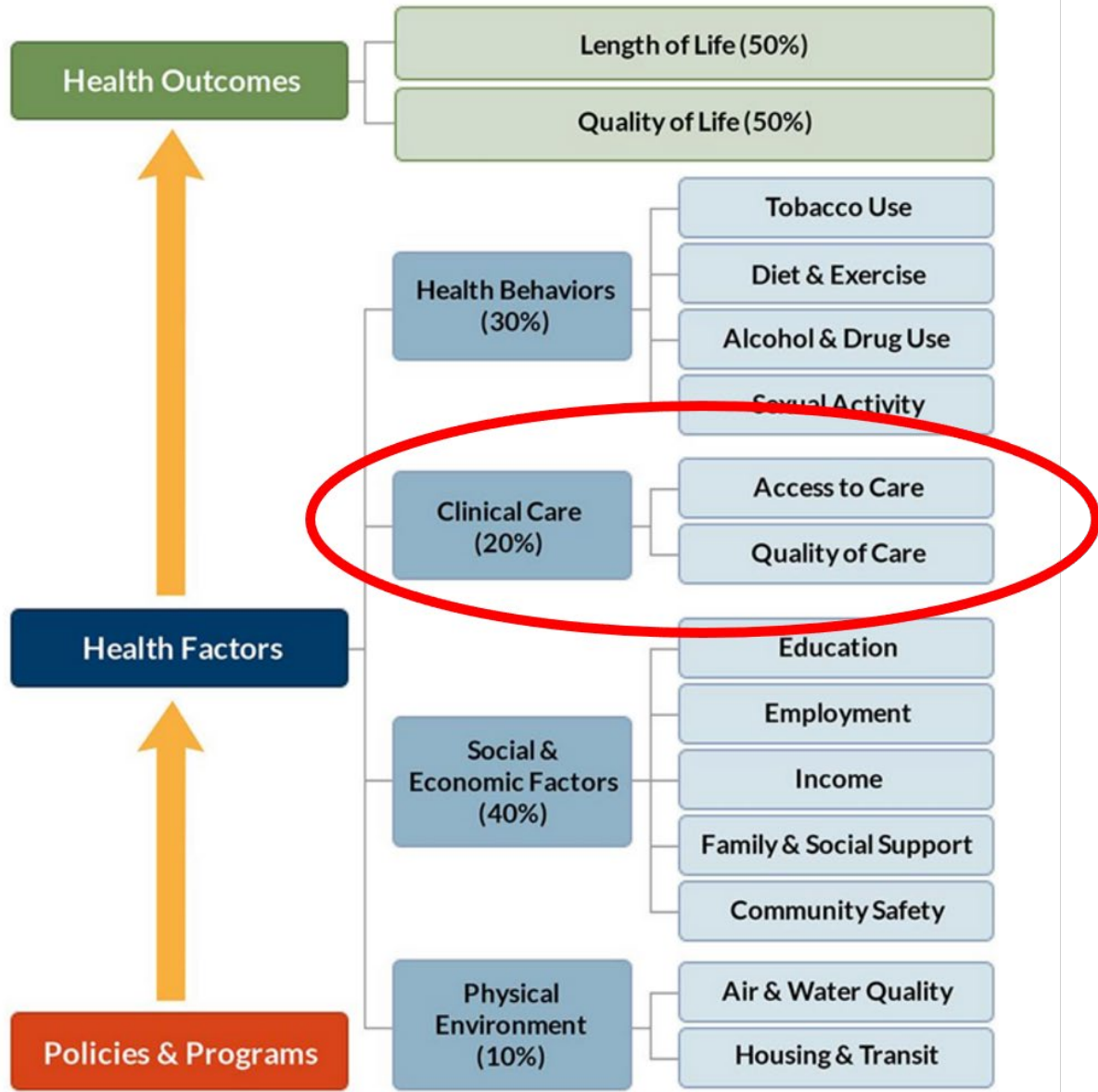
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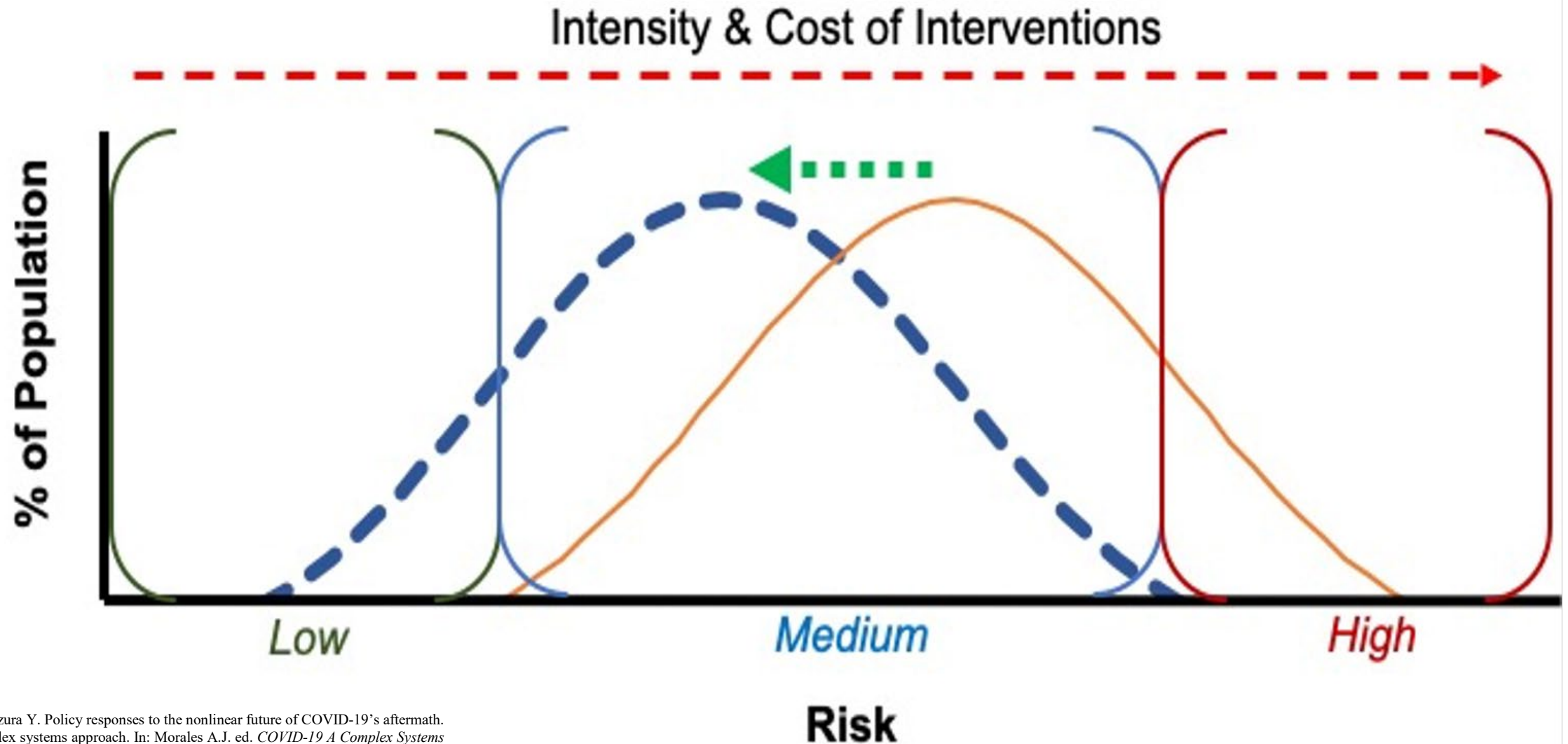


County Health Rankings model © 2014 UWPHI

<https://www.communitycatalyst.org/blog/text/Social-Determinants-Blog-graphic-1.png>



Population Health – *Left Shift*



Jani A and Kawazura Y. Policy responses to the nonlinear future of COVID-19's aftermath. COVID: A complex systems approach. In: Morales A.J. ed. *COVID-19 A Complex Systems Approach Papers and Commentaries*. New York: STEM Academic Press, pp. 209-221.



Why are we so slow, ineffective, inefficient and left-shifting???

There's a lot of ££££££££££ in sickness....

Business models CREATE sickness

(fast food companies, large multinational food/drink corps, et al)



Processed foods, soft drinks, fast food:

~\$525 billion
~11% profit

&

Sick people are CUSTOMERS of business models

(primary, secondary, tertiary, social care; diagnostics; pharma et al.)



EU: **~€700 billion/year** on NCDs¹

Wegovy: the slimming drug that keeps Denmark's economy growing²

Novo Nordisk market cap higher than Danish GDP due to obesity drugs³

Hidden costs of global agrifood systems worth at least \$10 trillion⁴



Change business models so \$10 trillion delivers health!!!

Win-Win-Win-Win

1. https://www.frontiersin.org/articles/10.3389/fsufs.2022.1039127/full?trk=organization_guest_main-feed-card_reshare_feed-article-content

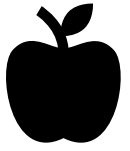
2. <https://www.theguardian.com/business/2023/sep/09/wegovy-the-slimming-drug-that-keeps-denmarks-economy-growing>

3. <https://www.pharmaceutical-technology.com/news/novo-nordisk-market-cap-higher-than-danish-gdp-obesity-drugs/>

4. <https://www.fao.org/newsroom/detail/hidden-costs-of-global-agrifood-systems-worth-at-least-10-trillion/en>



FEAST Living Labs Objectives



Understand challenges and opportunities at the local government level related to transforming behaviour towards healthy/sustainable dietary behaviour.



Develop and test community-based solutions to challenges related to healthy/sustainable dietary behaviour.



Identify best practices and policy solutions to support healthy/sustainable dietary choices at the local government level and facilitate replication of these in a structured way through the further engagement of the Community of Practice and local governments (beyond FEAST).

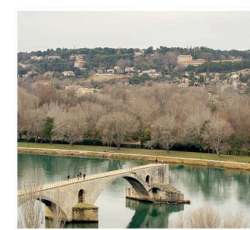
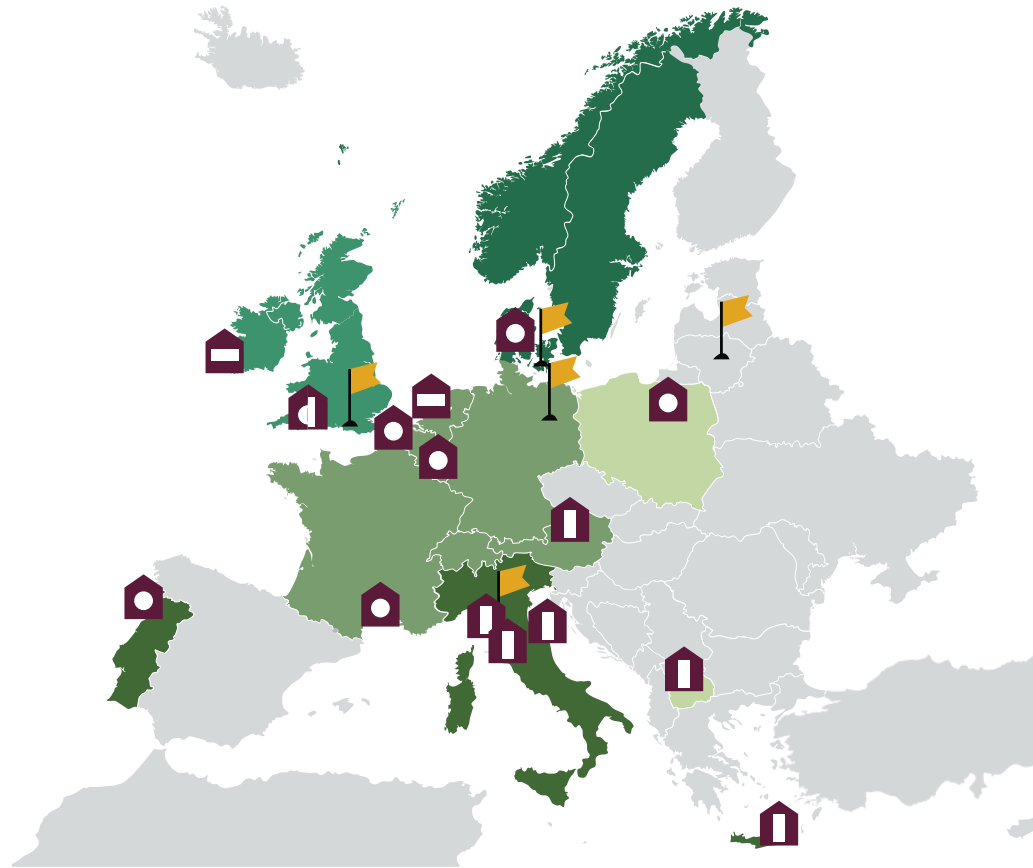


FEAST Living Labs

LIVING LAB



- Anglosaxon group**
Cork Oxfordshire (GFO)
- Central European group**
Rotterdam (ROT) Avignon (AVI)
Leuven (LEU) Ghent (GEN)
LEADER Region Weinviertel-Donauraum (LEA)
- Scandinavian group**
Guldborgsund (GUL)
- Southern group**
Alto Minho (CIM) Sitia (SIT)
Lucca Valli Etrusche (TNO)
- Eastern European group**
Lodz (UL) Prilep (PRI)



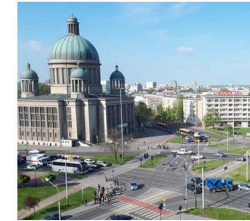
Avignon



CIM Alto Minho



Ghent



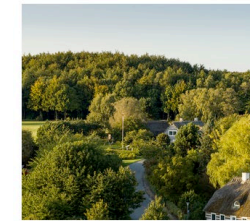
Lodz



Oxfordshire



Prilep



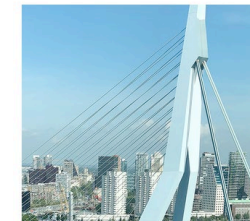
Guldborgsund



LEADER Weinviertel



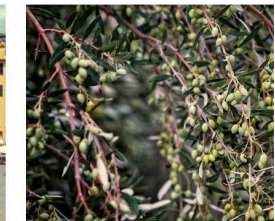
Leuven



Rotterdam



Tuscany



Sitia



FEAST Living Labs

Practise Partner	Scientific Partners
<ul style="list-style-type: none">• Exhaustive bottom up co-design and – creation with different stakeholders• Acknowledging expert knowledge in communities• Practise partners are full partners & get funding	<ul style="list-style-type: none">• Empower Living Labs own research focus and design, built up capacity & knowledge within the group• support municipalities to: design, plan, implement, rigorously evaluate• Research is driven by municipality needs, not academic studies



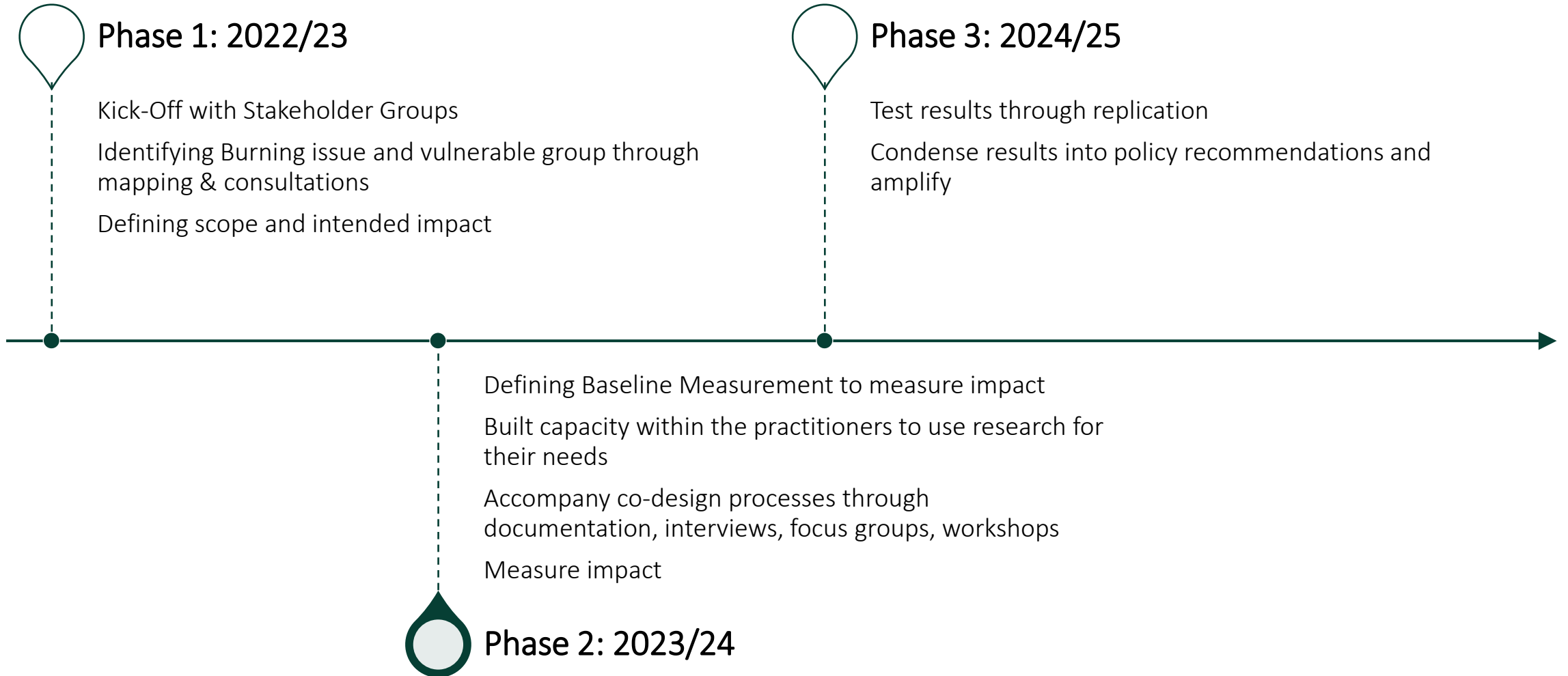
Outcome: Knowledge and capacity to make your point using scientific basis



Outcome: Data on co-designed community-based innovations in food systems and health

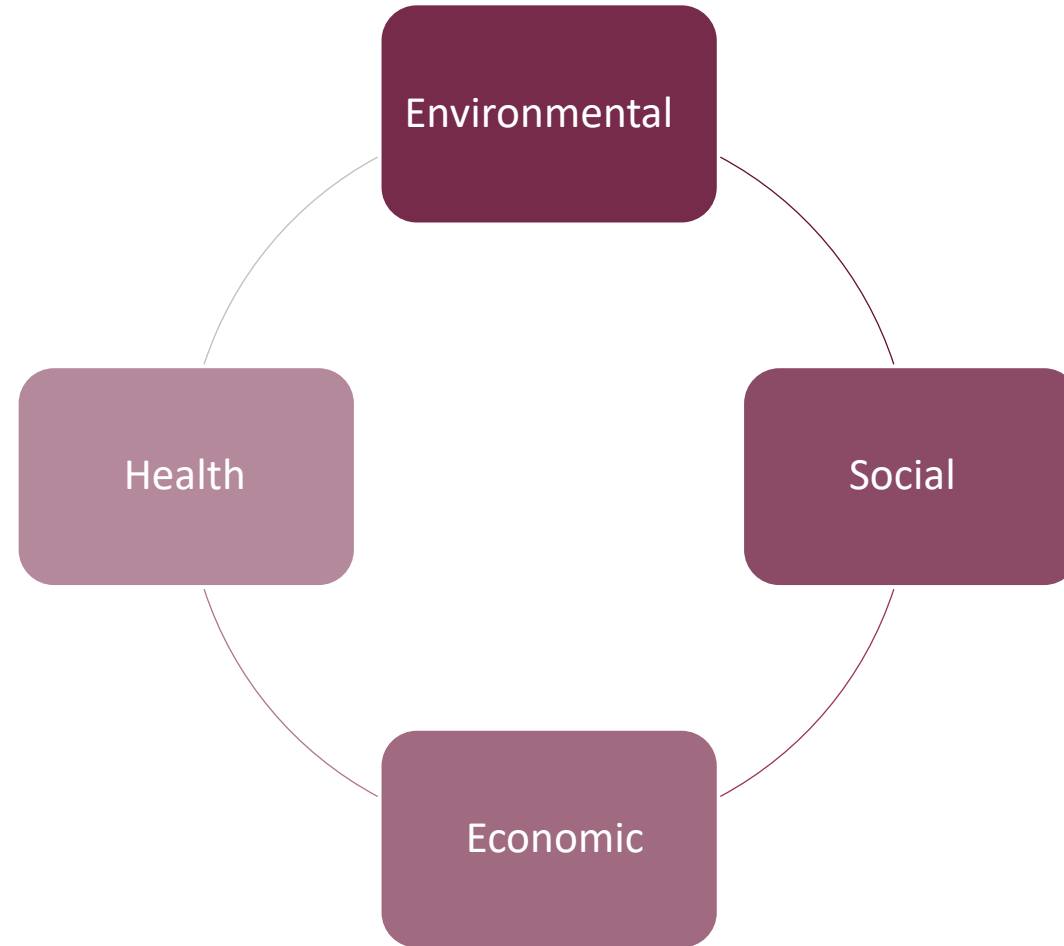


3 Phases to reach impact on the ground





Four foreseen areas of impact





Gent, Belgium

Social

Economic

Health



Vulnerable Group:

Low-Income Neighborhood

Burning Issue:

Accessibility to healthy and sustainable food in the neighborhood

Envisioned intervention:

Initiating community gardens, extensive double-prizing offers for target group, better accessibility of solidarity food systems such as CSA's



Alto Minho, Portugal

Environmental

Health



Vulnerable Group:

students in higher education

Burning Issue:

High sugar and salt intake in schools, restaurants and bars

Envisioned intervention:

Providing healthy and sustainable alternatives to fast-food offers; preferably through local food supply chain upbuilt



Vulnerable Group:

Elderly care home

Burning Issue:

Low intake of fresh and healthy ingredients through daily menus

Envisioned intervention:

Menu changes to implement more fresh and healthy food options for the group of elderly; accompanied by food education measures



Oxfordshire, UK



Population:

Adults experiencing living in postcode areas that are expected to experience food insecurity or people who have used a foodbank or larder in the previous 6 months

Control/comparison group:

Adults experiencing living in postcode areas that are expected to experience food insecurity or people who have used a foodbank or larder in the previous 6 months

Intervention:

Understand barriers to healthy and sustainable food (questionnaires and semi-structured interviews) and co-design solutions (e.g. cooking skills and confidence, recipe support, facility support)

Outcomes:

1. Healthier meals/diets through food diaries & BMI measurements, n = 50
2. Use of more locally sourced fruit and vegetables; assessment through storytelling and focus groups



What we have learned so far:



Co-design and –creation processes can be tricky when stakeholders don't feel the change this will make for them or don't feel rewarded for sharing their knowledge



Sustainable and healthy food choices are dependent on a social/financial component, that we cannot leave out



Changing food environments is easier in theory and can be very tricky in practice (built environment, conflicting interests, economic factors such as income)



When trying to change food behaviour we have to start with what is there – taking food traditions, dietary habits, capacity for cooking and grocery shopping into account



The stakeholder group we want to influence is at the same time our source for expert knowledge



FEAST aims to support our Living Labs to
design & implement evidence-based business cases
that deliver a **Win-Win-Win-Win**



Thank you!

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