

# FOODPRINT

## purpose

The purpose of our project is to contribute to the achievement of SDG 12: Responsible Consumption and Production as well as SDG 13: Climate action, with focus on households and the private sector. This is done through mapping of consumers food consumption and its environmental impact.

## background

According to Naturvårdsverket, the consumption of Swedish households constitutes two thirds of the total carbon emissions in Sweden, and food consumption is one of the biggest issues. The emissions from food consumption is just as big as the impact from transportations, and stands for 30% of the general household's total emissions. The emissions from food is steadily increasing while the emissions from the remaining household sectors are decreasing.

## our idea

FOODPRINT is connected to your ICA debit card, and collects data from registered grocery purchases. FOODPRINT is a function which comprehensibly lets the consumer to get aware of his/hers carbon emissions caused by food consumption. Different products are classified based on their climate impact, and the consumer can take part of his/hers current emission situation, dependent of the products that have been purchased during the past month. The consumer is also presented to statistics, which displays the carbon emissions in various forms. The overview of the consumption is supposed to impact the consumer to wanting to make more climate conscious choices in the future. The function is also connected to a recipe bank with climate smart recipes and tips on how to improve your consumption.



read about the climate calculation



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aim

SDG12 is about developing a national framework for more sustainable consumption and production which is integrated with sustainable business methods and consumer behavior. With FOODPRINT, the consumers increase their consciousness about the problem and their own impact. By showing different products' climate impact the consumer is encouraged to adapt to a more climate friendly lifestyle, which will shift demand and encourage producing companies to more sustainable methods. From a wider perspective, the project can also be connected to SDG13, regarding the integration of climate action in national politics, planning and strategies. With an increased general consciousness about individual impact on climate, the pressure on government measures is increased. The projects also aims to increase the consciousness about the human ability to adapt, limit and reduce the impact of their consumer patterns in line with goal 13.3.

FOODPRINT contributes to the chosen climate goals through a new dimension of consciousness among the consumers. The function is a tool which facilitates conscious consumption in a sustainable way, which we believe is a winning concept in order to achieve increased knowledge about the individual climate impact. Thanks to FOODPRINT, the consumer can track the development of his/her climate impact from day one and take part of information which is the foundation for more sustainable consumption. The final result will not only be a changed behaviour on individual level, but an increased demand for sustainable alternatives from organisations which will pressure actors in the food industry as well as decisionmaking organs with the mandate to integrate climate action on a national level.

In other words: FOODPRINT is an easy way to sustainable food consumption.

13 CLIMATE ACTION



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

