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Behavioural Insights for sustainable eating & meat production

Carolina Garraio, mentor: Seth Oppong, Ghana Psychological Association

Telma Miranda, mentor: Cynthia Beukes, Psychological Association of Namibia

1992

The United Nations Framework Convention on Climate Change UNFCC



1997

Kyoto Protocol



2006

The Inconvenient Truth



Sustainable Goals



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



13 CLIMATE ACTION



Integrate climate change measures into national policies, strategies and planning.

Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

2 ZERO HUNGER



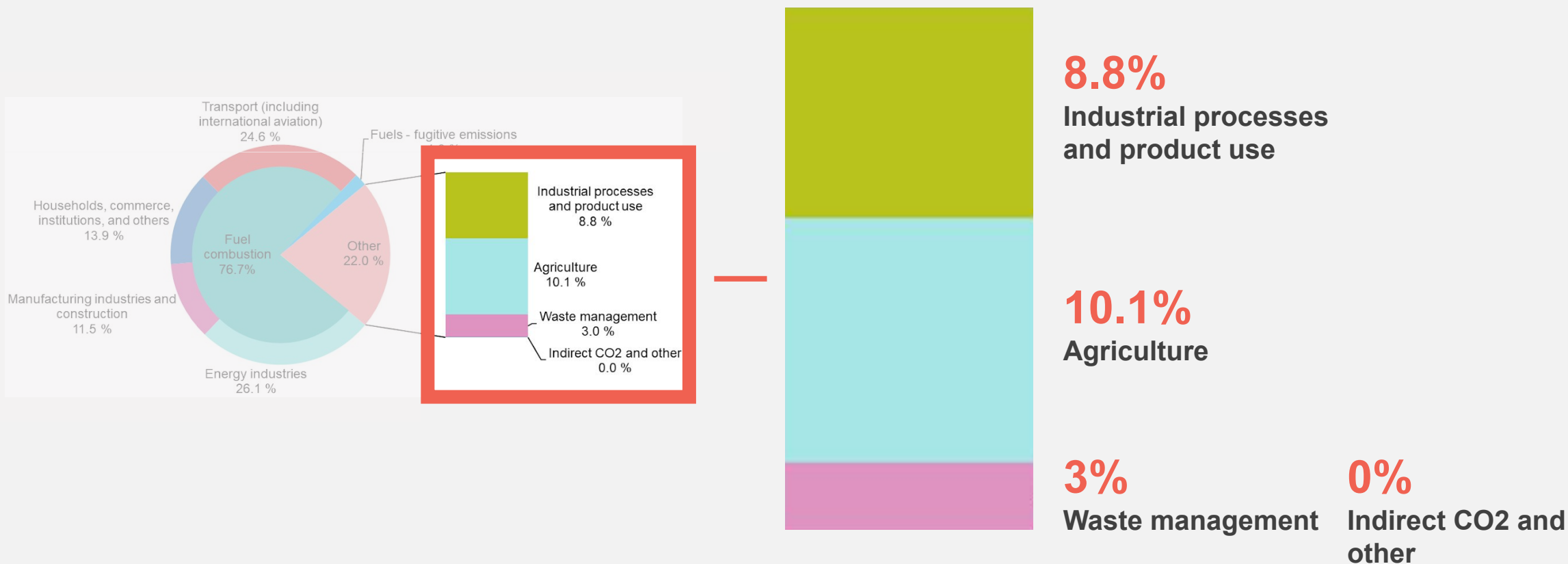
By 2030 ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality.

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Assumptions

Assumption #1

Greenhouse gas emissions by IPCC source sector, EU-27, 2018



Source: EEA, republished by Eurostat — online data code: env_air_gge

Assumption #2

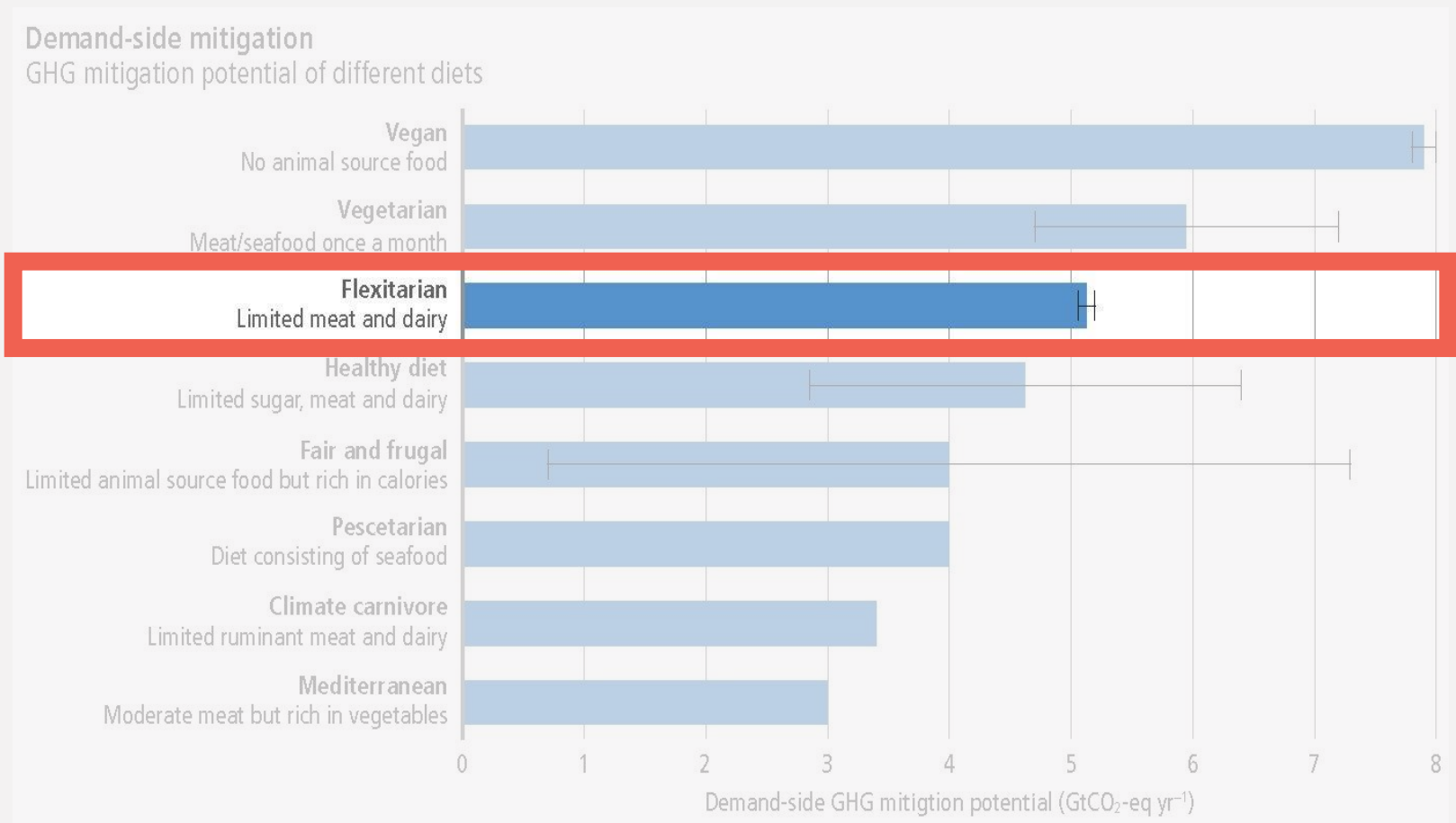
Climate Change and Land

IPCC Special Report On Climate Change

Chapter 5 Food security 2019

*Demand-side adaptation, such as **adoption of healthy and sustainable diets**, in conjunction with reduction in food loss and waste, can contribute to adaptation through reduction in additional land area needed for food production and associated food system vulnerabilities.*

Assumption #2



Assumption #3

*There is reason though to continue to place hope in flexitarianism because **making gradual steps in food behavioural change requires less effort than following a stricter plant-based diet, and is, consequently, more readily acceptable** to a greater number of consumers.*

— Dagevos, 2021

Theoretical Framework

Environmental systems are related to each other, *so that the influence of one of them on the child's development depends on his relationship with the others, occurring in both directions.*

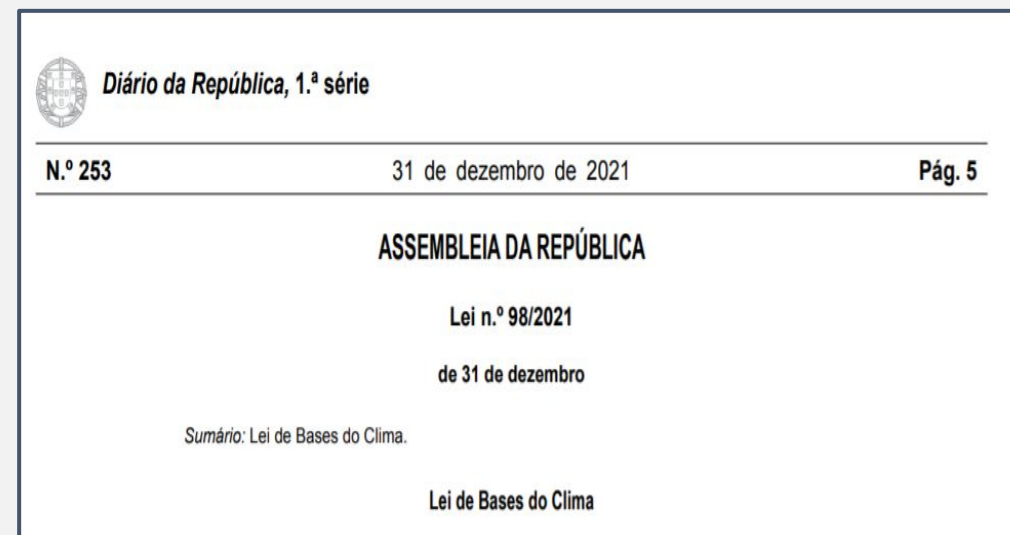
— Bronfenbrenner's Ecological Theory | Bronfenbrenner, 1979

How knowledge — *e.g. access to reliable information about climate issues*
— **behavioral constraints/opportunities** — *e.g., resources to implement change*
— **personal values and motives** — *e.g. the moral responsibility to act*
— **influence decisions to behave in pro-environmental ways.**

— Psycho-social determinants of pro-environmental behaviour | Bamberg & Moser, 2007

Evidence for Portugal commitment to preventing CC

- > New European Climate Law — approved by June 2021
- > Portuguese Youth Agenda for Health
- > Portuguese Climate Framework Law, Law 98/2021 — December 31



Psychology can advise on two levels

Spence et al. — 2009

Sustainable behavior change in individuals — **A school-based intervention project**

Engagement and resolution strategies required for society to debate the profound economic and structural changes required — **Farmer's intervention towards the use of more sustainable tools and methods**

A school-based intervention project

A school-based intervention project

Why children?

- > Future generation and most affected by CC
- > More flexible and open mindset
- > Agents that promote change and influence their parents

A school-based intervention project

Who?

- > Psychologist
- > Nutritionist
- > Environmental engineer
- > Children's teachers and families

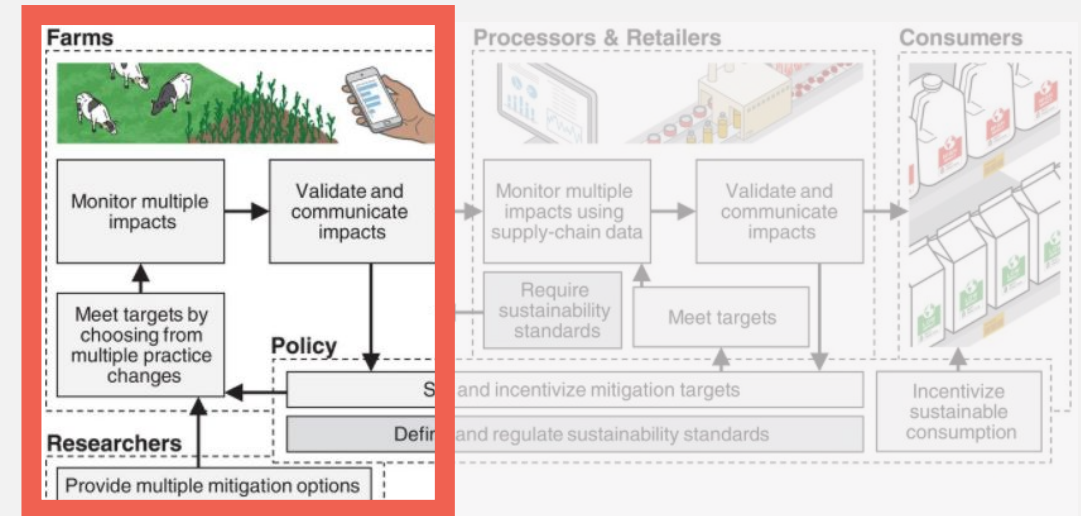
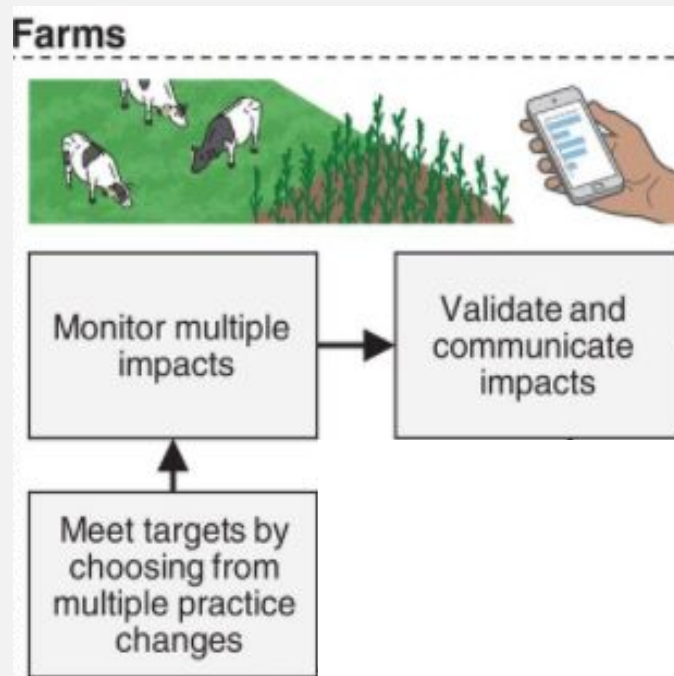
How?

- > Awareness-raising actions — e.g. APS, 2018
- > Initiatives to reduce meat consumption at school
- > Creation of a school garden
- > Workshops to prepare healthy meals
- > Actions to promote positive relationships with animals

Farmer's intervention towards the use of more sustainable tools and methods

Farmer's intervention towards the use of more sustainable tools and methods

Improvement of production efficiency (Grossi et al., 2019) - sustainable solution to be complemented with the already existing efforts to change consumption behaviors.



1. Implementation of multiple practice changes; 2) Monitorization of its multiple impacts; 3) Validation and communication of impacts (Poore & Nemeck, 2018)

Farmer's intervention towards the use of more sustainable tools and methods

Who?

- > Psychologists/Communication specialists** (for designing the message; assessing and intervening in pro-environmental behaviors)
- > Agricultural scientists** (to choose the new tools)
- > Environmental engineers** (environmental impact assessment)
- > Accountants** (economic impact for the business)

Farmer's intervention towards the use of more sustainable tools and methods

How?

- > Provision of **financial support**
- > **Tailored intervention** to the producer: first assessment of individual and social motivation to engage in pro-environmental behaviors that could imply some changes in the current business
 - > Is this motivation (or lack of it), related to access to information about climate issues, the perception of the effectiveness of these changes, the availability of resources (financial or other)?
- > Periodic assessment of both environmental impacts and motivation (business manager's and workers') to keep on engaging with pro-environmental behaviors.

Farmer's intervention towards the use of more sustainable tools and methods

For what?

> Public recognition for excellence in sustainable practices Van Lange
et al. 2018

'Cause I need to **move**
I need to **wake up**
I need to **change**
I need to **shake up**
I need to **speak out**
Something's got to break
up
I've been asleep
And I need to wake up
Now!



Therefore, be it resolved that our psychology organizations will advocate for and support international and cross-disciplinary collaboration to mitigate and facilitate adaptation to climate crisis.

We will support the development of a public awareness campaign to encourage individuals and communities to adopt behaviors to help prepare for and recover from gradual climate change and acute climate crisis events.

Proclamation & Resolution,
International Summit on Psychology
and Global Health: A Leader in Climate
Action (2019)



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