

TRAINING FICHE

01. RC CONCEPT APPLIED TO FOOD

<i>Area</i>	Food										
<i>Level</i>	BASIC										
<i>Topic</i>	<table border="1" style="width: 100%;"> <tr> <td style="width: 30px; text-align: center;"><i>x</i></td> <td style="background-color: #76b82a; color: white;"><i>1. RC concept applied to food</i></td> </tr> <tr> <td></td> <td style="background-color: #4a86e8;"></td> </tr> <tr> <td></td> <td style="background-color: #e91e63;"></td> </tr> <tr> <td></td> <td style="background-color: #ffeb3b;"></td> </tr> <tr> <td></td> <td style="background-color: #ff9800;"></td> </tr> </table>	<i>x</i>	<i>1. RC concept applied to food</i>								
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Keywords	Food responsible consumption - Healthy food - Sustainability - Ethic consumption - - healthy diet - sustainable diet - food wasting										
Introduction	<p>Responsible consumption is a behavioural model that takes into account and analyses the environmental and social justice impacts of everyday consumption and purchasing choices.</p> <p>In terms of food, a “responsible consumer” who favours products that are good for the planet, but also short circuit and producers who meet certain moral and standards. They buy products and services not based solely on economic criteria, but considering a number of factors such as:</p> <ul style="list-style-type: none"> • Healthiness and quality of the food 										

	<ul style="list-style-type: none"> • The environmental footprint of the production and distribution processes • Labor's conditions and payment • Packing materials • How far and in what kind of reality it was produced
Topic development	<p>Among other things, responsible consumption concerns the use of a given product throughout its life cycle. As far as food is concerned, a responsible consumer is one who shops with awareness and critical analysis of what he or she will actually need and could consume, trying to waste as few resources as possible and to use them effectively.</p> <p>Responsible consumers are aware that the consumption or purchase of a product or service always has more or less hidden consequences. In fact, the food production system and our purchasing and consumption choices affect ourselves, our surroundings and community, the economy of our society and the environment.</p> <p>In particular, food production is one of the most environmentally damaging sectors and today food is a major global concern. Intensive production and over-processing of food are responsible for the emission of large amounts of CO₂. The choices we make regarding food production and consumption impact on the climate, the use such as water and land, and the ability of people to feed themselves, live and work in dignity here and abroad.</p> <p>Responsible and sustainable consumption and production can contribute substantially to poverty reduction and the transition to green, low-carbon and circular economies.</p> <p>Responsible consumption is also sustainable and ecological, ethical and socially just consumption. A more conscious and responsible type of consumption, by buying sustainably produced products, can change production patterns so that less waste and scrap is generated, no harmful or toxic substances are released into the environment and the planet's biodiversity is not reduced. Buying ethically, on the other hand, means avoiding buying from large multinationals and shortening the distance between producer and</p>

	<p>consumer as much as possible, to make sure we know exactly where and how the food we buy has been produced, and under what conditions people have worked in the production process. Every time we buy a product, we are financing the reality behind it. Financing the small local farmer or fisherman, instead of large, already economically sound realities, means taking part in a process of redistribution of wealth towards an economy of the common good.</p>
Good practices	<p>One of the cornerstones of responsible consumption applied to food is to avoid food waste. There are several applications that combat food waste by easily connecting consumers with traders and restaurateurs and enabling them to sell food products at a low price before they go bad and have to be thrown away or even products with aesthetic defects.</p> <p>The most famous is definitely Too Good To Go, where you can buy boxes of unsold and near-expiry food products from supermarkets, grocery shops, greengrocers, restaurants, bars, bakeries, etc.</p> <p>With Regusto, in addition to selling such products at a low price, you also have the opportunity to donate them to non-profit organisations and associations.</p> <p>A slightly different app from the previous ones is UBO (Una Buona Occasione). This one compacts food waste by helping the confused and uncertain consumer on proper food storage: in UBO there are 500 foods, news, tips and advice on how, where and for how long to store them.</p> <p>Another brand committed to sustainable and responsible food production is Beyond meat. Beyond meat sells hamburgers, minced meat, meatballs and plant-based sausages that taste incredibly similar to meat. Plant-based food not only protects and promotes the welfare of animals, but also of humans and the environment. These products are an excellent source of protein without cholesterol and their production requires far less water, land and energy than traditional meat burgers and has 90% fewer gas emissions.</p>

Current and future challenges	<p>Many manufacturers are making sustainability a priority within the production and distribution process of products, adapting to the growing consumer concern on the issue. One of the biggest challenges is packaging: in supermarkets, but also in shops, we are used to the hyper-plasticisation of all packaging. Some have started using paper or other more sustainable materials, but the best choice is undoubtedly no packaging at all, whenever possible. Plastic, however, is extremely convenient in this and helps to preserve many types of food. Besides the fact that buying in bulk can seem particularly inconvenient, especially at first.</p> <p>When it comes to the food itself, however, one of the biggest problems is the lack of information on the part of the consumer. Not everyone is used to reading the label accurately to understand what the product we are buying is and where it comes from. Even when the consumer wants to behave responsibly, it is not always easy to understand which products are sustainable and ethical and which are not. Over time, various certifications have been created, which can be found on product labels, guaranteeing the sustainability and quality of the product, safe and ethical working conditions, the social responsibility of the company, etc. It must be specified, however, that one should at least be aware of what such a certification implies and what kind of requirements the product and the company must meet to earn it.</p>
<i>Language</i>	English
<i>Partner</i>	IWS
Further references	<p>https://www.economiecirculaire.org/static/h/responsible-consumption.html</p> <p>http://suscof.com/wp-content/uploads/2020/03/WP4-M5-THE-NEEDS-ANALYSIS.pdf</p> <p>https://www.un.org/sustainabledevelopment/sustainable-consumption-production/</p> <p>https://www.eatresponsibly.eu/en/</p>