

## TRAINING FICHE

### 03. SOCIAL/CULTURAL IMPLICATIONS APPLIED TO FOOD

*(Sections in italic only for internal use, not to be published)*

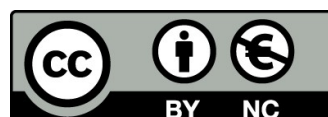
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<b>Keywords</b>	Social consumption – Consumerism – Community – Ethic consumption – Fair trade – Traditional food – Food cultural values										
<b>Introduction</b> (500-1000 characters including spaces)	Consumer language, through its tools (advertising, marketing, branding), is probably the non-verbal social language we use most to communicate: through it, we express ourselves, our belonging to a										

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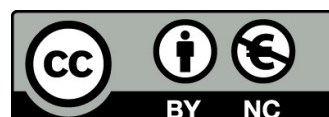
	<p>group or a community. This process therefore reinforces our identity, but at the same time produces a sense of inadequacy and frustration. The society we live in today is called a consumer society and is characterised by the phenomena of consumerism and capitalism. The basis of this type of society is the logic of hedonism, which means the pursuit of pleasure and not of need. The pursuit of pleasure through material goods has thus become a shared social objective. This model of consumption, however, is fueling an unhappy, unsustainable and unfair society.</p>
<p><b>Impacts/Benefits</b> (1000-1500 characters including spaces)</p>	<p>It is necessary to think of a new, more responsible model of consumption that will reduce the current systemic crisis in all its dimensions: social, cultural, environmental. In this sense, the practice of active citizenship in the purchase of products and services is a key issue.</p> <p>Thanks to globalisation, we can easily buy online at any time and from anywhere, food that cannot be produced in one's own territory or that is not in season.</p> <p>Responsible food consumption has a great social impact. Aware decisions and socially just consumption produce, through purchasing choices, social and cultural positive effects on communities and societies, helping to the preservation of traditional diets, improving the life in rural areas and favouring people's health. This is why it is preferable to buy local rather than imported products.</p> <p>It is therefore crucial to promote a higher level of awareness among consumers. The protection of cultural values of local food is also a great benefit from the responsible consumption of food, since it</p>

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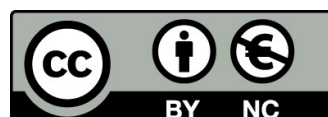
	<p>contributes to protect the ancestral knowledge on traditional gastronomy, products and species. Rural communities get also benefits from a responsible consumption of food, since it contributes to fix population to territories and keeping the little towns alive.</p> <p>It also means both guaranteeing decent economic and human conditions for workers and respecting certain standards of inclusion and gender equality. Europe gives us certainty in this respect with its directives and regulations on labour law, safety at work, equal opportunities and protection against discrimination.</p> <p>Some companies even engage the commitment to donate part of the proceeds (in the case of the food industry, even leftover products) to support good causes and reduce food waste while supporting economically and socially disadvantaged people.</p>
<p><b>Good practices</b> (1000 -1500 characters including spaces)</p>	<p>A prime example of a socially committed brand is <a href="#">Brewgooder</a>, founded by Adam and James in 2016. Brewgooder donates 100% of its profits to charity. Their mission is to ensure access to clean water for as many people as possible. Only from 2016 to 2018, they sold 750,000 Clean Water Lagers, thus managing to donate almost £50,000 to charity. These donations have helped fund various projects, thanks to which 40,000 people have been able to have better access to clean water, also involving schools and hospitals. On their beers, there are QR codes through which you can learn about the positive impact that you have made in the world by purchasing these beers and financing projects. You can also register on their website, create a profile and become part of this community of responsible beer-loving consumers.</p>

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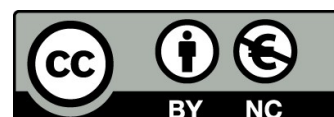
	<p>Another example is <a href="#">Tony's Chocolonely</a>. Teun van de Keuken founded this Dutch confectionery company in 2005. Van de Keuken was an investigative journalist and discovered that slavery, especially child slavery, is still widespread on cocoa plantations in West Africa. He calls it modern slavery and wants to combat it by setting a good example. Van de Keuken states that his chocolate basic ingredients are five:</p> <ol style="list-style-type: none"> <li>1. Traceability of cocoa beans (always bought from partner cooperatives)</li> <li>2. A high price (to ensure that farmers are paid commensurate with a decent standard of living)</li> <li>3. Empowerment of farmers and cooperatives</li> <li>4. Long-term contracts (lasting at least 5 years so that the cooperatives and farmers can safely invest to improve)</li> <li>5. Quality and productivity (ensured by the motivation of the farmers, which is kept high through rewards and the trust placed in them)</li> </ol>
<p><b>Current and future challenges</b> (1000 -1500 characters including spaces)</p>	<p>Consumption behaviour is social behaviour and, as such, is strongly influenced by institutions and values. Therefore, trying to change people's consumption pattern in a more responsible direction without changing, at the same time, the value orientations and shared culture towards a less consumerist society is very difficult. The challenge is therefore to promote a social, cultural and institutional change that supports the spread of a socially responsible consumption model that remains constant over time. This cultural change should lead citizens to be more active in their responsibility towards the community and less individualistic. The new model should be based on a prototype of <i>homo civicus</i> rather than <i>homo economicus</i>. Such a transformation of the</p>

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	worldview that has so far sustained the organisation of the societies in which we live is profound and requires a great deal of commitment. This sense of community, which is necessary for consumers to be socially responsible, should be transmitted as early as childhood in the school, which is the first community of which an individual belongs.
<b>Language</b>	English
<b>Partner</b>	IWS
<b>Further references</b>	<a href="https://ec.europa.eu/social/main.jsp?catId=82&amp;langId=en">https://ec.europa.eu/social/main.jsp?catId=82&amp;langId=en</a> <a href="https://www.globalissues.org/article/238/effects-of-consumerism">https://www.globalissues.org/article/238/effects-of-consumerism</a> <a href="https://www.eatresponsibly.eu/en/i-learn/who-are-the-people-behind-my-food/">https://www.eatresponsibly.eu/en/i-learn/who-are-the-people-behind-my-food/</a> <a href="https://foodprint.org/the-total-footprint-of-our-food-system/issues/social-justice-and-food-production/">https://foodprint.org/the-total-footprint-of-our-food-system/issues/social-justice-and-food-production/</a>

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