

# EAT LOCALLY

## A trend or a solution?

### **The problem we are addressing and the perspectives we've gained insights into**

Our projects reflects on how Aalborg Kommune is implementing 'Eat Locally'.

This includes researching restaurants, cafés, culture and behavior among students and personal grocery shopping in general.

### **Our joint results/findings**

Eat locally is not necessary a sustainable solution - it's necessary to include all 17 sustainability goals, in order to be fully sustainable.

Actually, 'Eat Locally' conflicts other sustainability goals such as goal 1 and 2, regarding poverty and hunger. Also Eat Locally is bad for biodiversity.

Eat Locally is a trend and is something that some companies finds attractive using as branding strategy. It's become popular to use sustainability as promotion – if it make sense to the company. Many stakeholders, for example Aalborg Kommune, Netværk for Grøn Detail, want to inflate how to do business.

The consumer could use more transparency when shopping/eating - what is sustainable behavior and what isn't?



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### The implicated SDGs

We have chosen three central sustainability goals to focus on: 11, 12, 13. This does not entail, that other goals aren't important as well. The 17 sustainability goals are dynamic, and every move has an impact.



- 11) Sustainable cities & communities
- 12) Responsible consumption & production
- 13) Climate action



### Further work – what would further develop your findings? Which problems should be posed?

- We might need to look in other directions, in order to become more sustainable in our behavior. Maybe we need to eat less meat instead of eating locally?
- Behaviourdesign could be interesting, in order to practically include a sustainable lifestyle.
- Another interesting perspective for further sustainability research is gender differences. Our projects points towards a larger interest in sustainability from women – so what about men?
- More knowledge for the consumer: it's hard to know how to be as sustainable as possible. Is it better to buy organic, plastic-free or local?

### Overlap between your groups – where have you been able to use each other's disciplines and share knowledge?

We have primarily used each other to give/receive advise in the proces. It has been rewarding to have a partnership with the other groups, and gain insight in how other groups/educations work.



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