

# Eat Sustainably

## A Philosophical and Communicative Perspective

### Problems and perspectives

- Main problem: Conventions in favour of sustainability
  - How do we change attitudes and behaviours that are not in favour of the SDGs?
- Different perspectives:
  - Deconstruction of cultural behaviour
  - Arguments examining methods for intervening in the culture.
  - A lack of incentives for the citizen/consumer to eat sustainably
  - The consumers motives for choosing sustainable products

### Joint results

- Eating sustainably can be implemented at different levels of society: at the levels of the consumer, the producer, the restaurant, legislation by the nation state etc. which are all interconnected and influence each other to address the challenge of eating sustainably.
- The duty to eat sustainably involves everyone and should engage every individual to fulfil a duty as a world citizen to change the world towards achieving the sustainable development goals by ensuring we all eat more sustainably.

### The implicated SDGs

**2: Zero hunger:** Eating sustainably can fight hunger by providing better opportunities to poor farmers all over the world by substituting farm areas currently used for fodder for cheap animal fodder with legumes and other plants for local populations. Plant diets require less land use than meat production.

**9: Industry, Innovation and Infrastructure:** To change cultural attitudes it is needed to inspire sustainability locally through innovation. Innovation of the production technology and the market model is needed before an actual turning point in the culture can be achieved.

**11: Sustainable Cities and Communities:** Sustainable production can move into the city, such as the city of Aalborg, where the agricultural production can take place indoors in controlled environments. Urban and local agriculture creates a communal understanding of sustainable agriculture.

**12: Responsible consumption and production:** Eating sustainably involves reducing food waste between the different levels of production. Likewise, sustainable consumer behavior could be incentivized through legislation, supermarkets and sustainable res

**13: Climate Action:** With less use of unsustainable food production methods through legislation and the use of new sustainable technologies, the severity of climate change will be halted and hopefully never reach catastrophic levels.

**15: Life on land** Sustainable choices affect life on land. By eating meat or other animal products, enormous areas with biodiversity are destroyed in order to grow soya beans for livestock. Reducing meat production will thus ensure the preservation of life on land.



Further work – What would further develop your findings? Which problems should be addressed?

- It would be beneficial to gather the various insights and perspectives from the different groups, as illustrated in the first slide, and formulate a joint problem statement based on the findings of the different groups. As such, further research could entail how these perspectives can be implemented in the real world. This would pave the way for a true 'mega-project'.
- The challenge of making the different levels of eating sustainably work together. How does one synthesize the individual level of consumer choice with the marketing of sustainable local corporation with the challenges of legislative measures of the Danish state.
- This could revolve around an assessment of the implications of different types of interventions

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

All groups exhibited some degree of interest in examining the relationship between conventions, choices and sustainability.

Different perspectives on how to make citizens eat more sustainable from a legislative point of view. This was very useful input from multiple groups which led to a broader usage of these perspectives in between groups.



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