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Helsinki, 29th December 2021

Project Factsheet

I. Project frame, background information:

Project title: Eat4Change – Mobilising youth for sustainable diets

Donor: European Union (Grant contract - External Actions of the European Union: CSO-LA/2020/414-438)

Project locations: Argentina, Austria, Belgium, Brazil, Greece, Estonia, Finland, France, Portugal, Sweden, United Kingdom

Project Coordinator: WWF Finland

Project Partners: WWF offices in Finland, Sweden, Austria, UK, France, Belgium, Brazil and Greece, the WWF European Policy Office (EPO), Fundación Vida Silvestre Argentina (FVS), Associação Natureza Portugal (ANP), Estonian Fund for Nature (ELF) and AIESEC.

The objectives of the Project: The Eat4Change project contributes to the Overall Objective: “A shift toward more sustainable diets and production practices, particularly in the livestock sector, supports implementation of SDGs and climate change treaties and contributes to positive economic, social and environmental impacts in Europe and developing countries.” Specific Objective/Outcome: “By 2024 targeted European Youth 1) have greater awareness of the impact of diets on “People and Planet” and a critical understanding of their role as consumers and active citizens 2) contribute to sustainable development goals and climate actions by embracing more sustainable diets, influencing peers and supporting engagement with corporates and policy makers for improved practices and policy coherence.”

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General information: <https://wwf.fi/en/eat4change/>

Project Outputs

Output 1 is designed to raise awareness. *Activities under OP 1 will increase awareness and understanding of the impact dietary choices have on global climate goals and SDGs. Awareness raising happens mainly by using various tools of communication.*

Output 2 aims to engage. *OP 2 builds on OP 1 and works on deepening the levels of engagement considering sustainable diets. This output clearly strives to create behaviour change. Communication is in a key position in engaging audiences towards a common goal of behaviour change.*

Output 3 encourages towards active citizenship. *OP 3 follows the footsteps of OP 1 and 2 and aims to create a physical and online network of organizations and young citizens. Activities under this output also include various elements of communication.*

Output 4 provides the evidence base. *OP 4 feeds other outputs by conducting surveys, reviews and research on the project topics. The output also supports project communications to adopt an action learning approach and integrate the best available knowledge on creating behaviour change.*

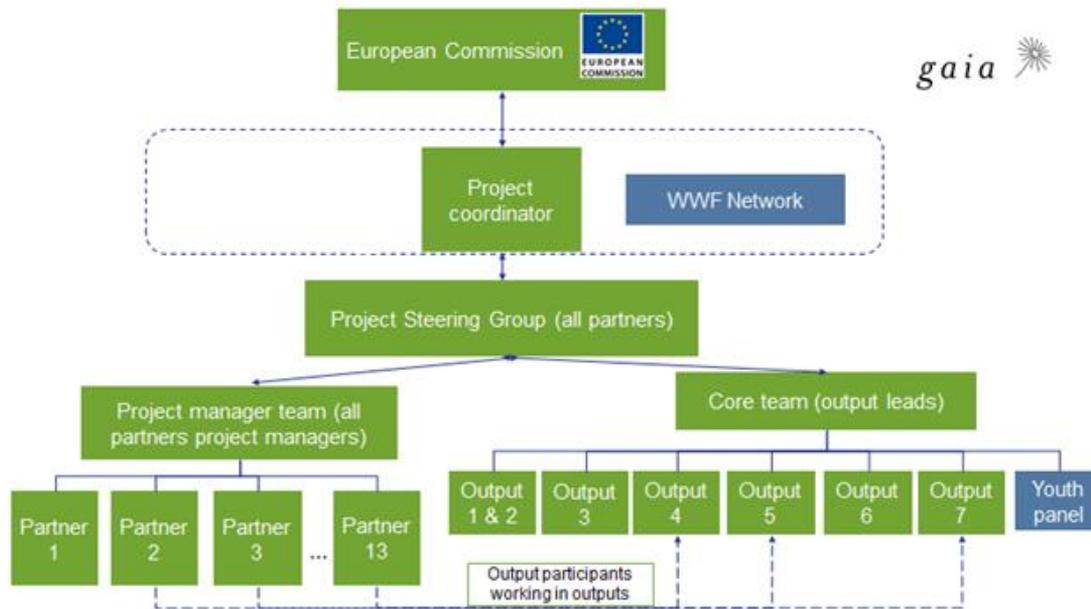
Output 5 engages corporate actors. *OP 5 reaches out to the market. The activities of this output strive to engage key stakeholders in cross-sector discussions on how to improve production practices and/or promote sustainable diets.*

Output 6 targets policy makers. *OP 6 aims to influence EU and selected national policies.*

Output 7 builds a robust foundation for the successful implementation of the action. *The focus on OP 7 lies on steering the process of delivering the results, achieving the purposes, contributing effectively to the overall objective of the action, managing the available resources efficiently, as well as monitoring and reporting on progress.*



Organisational structure



Project Coordinator (PC) (WWF Finland) is responsible for efficient management of the project and individual activities with respect of time, budget and quality. It also functions as the intermediary for all communication between co-beneficiaries and the European Commission.

Project partner (PP) is responsible for the activities dedicated to the partner with respect of time, budget and quality.

Project Manager (PM) is appointed by each partner in the consortium and will be coordinating the work of that respective partner's team and act as a main contact to coordinator to contact aspects and requests regarding the partner.

Output lead (OL) is responsible for workflow, coordination and progress within their Output (aligned with other Outputs). They ensure that the coordinator is informed about output developments. **Core team** consists of output leads and project coordinator.

Eat4Change International Youth Team (i.e. Youth Panel) consists of volunteer youth (approx. 1 representative per partner), who work closely with Eat4Change staff to ensure that youth are at the center of the project and their needs, insights and ideas are incorporated within the planning and implementation. This team has both an advisory role and active role in working with output and also youth-led activities.