

# Modelling the drivers of a widespread shift to sustainable diets

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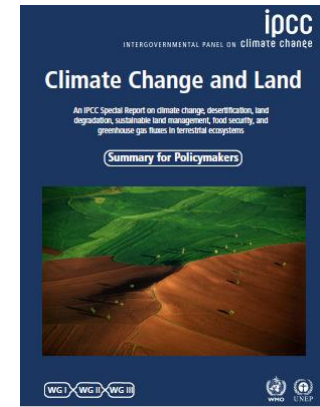
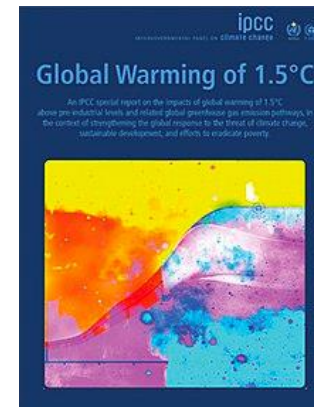


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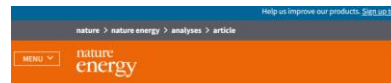
# Lifestyle change



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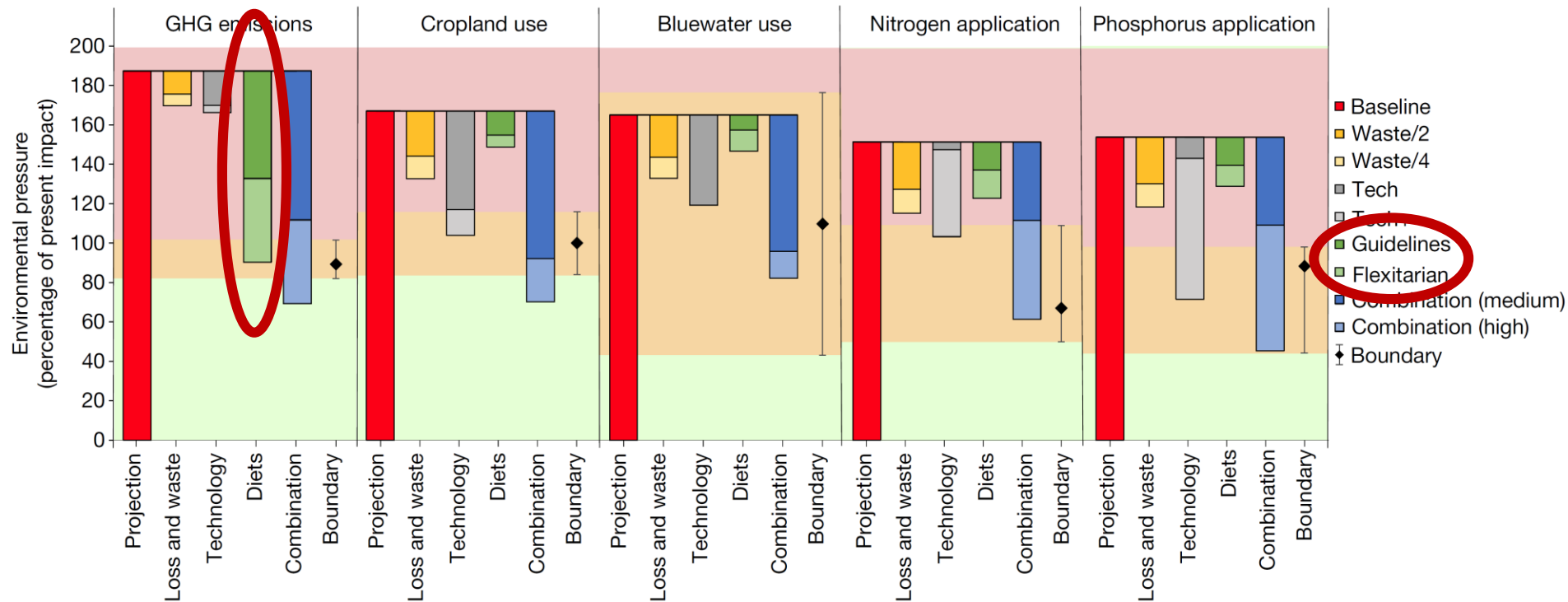
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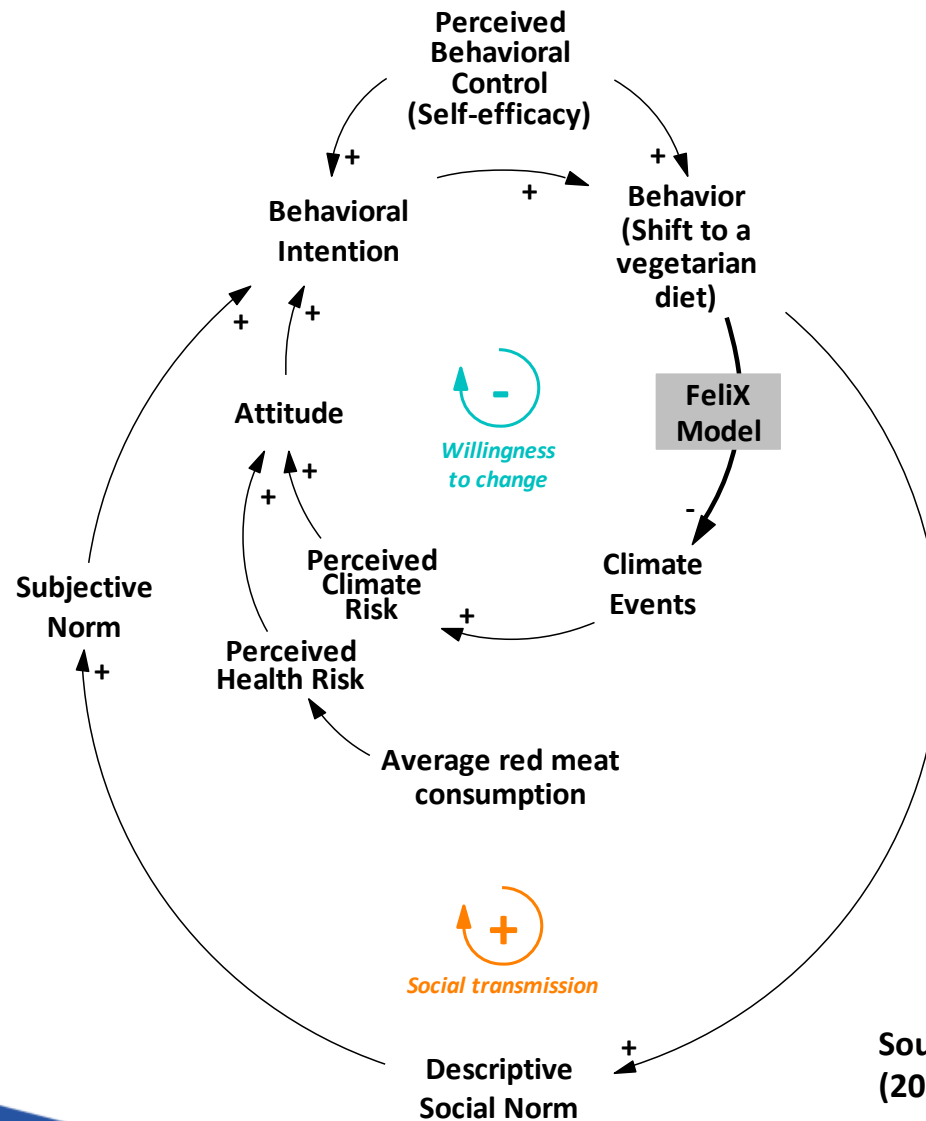


# Sustainable diets

Impacts of reductions in food loss and waste, technological change, and dietary changes on global environmental pressures in 2050



# Modelling behavioral drivers

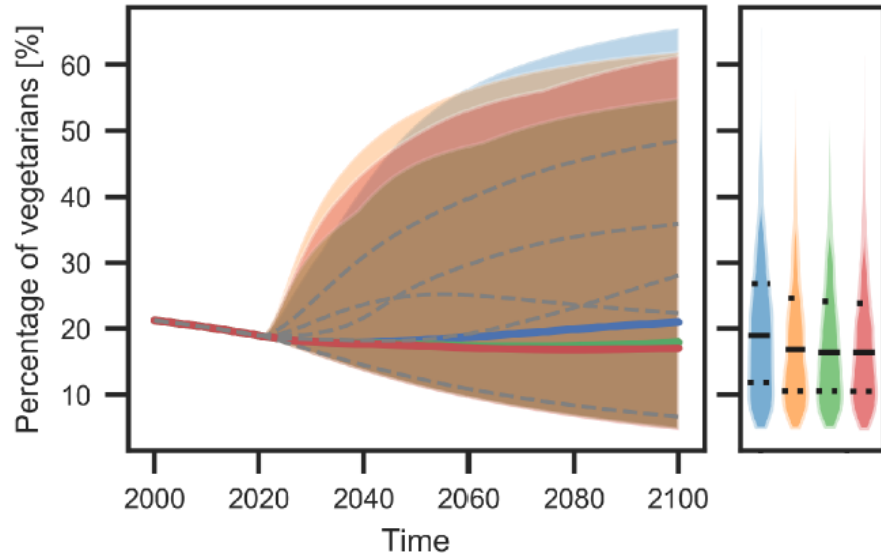


Source: Eker S, Reese G, Obersteiner M. (2019) *Nature Sustainability*.

# Modelling behavioral drivers



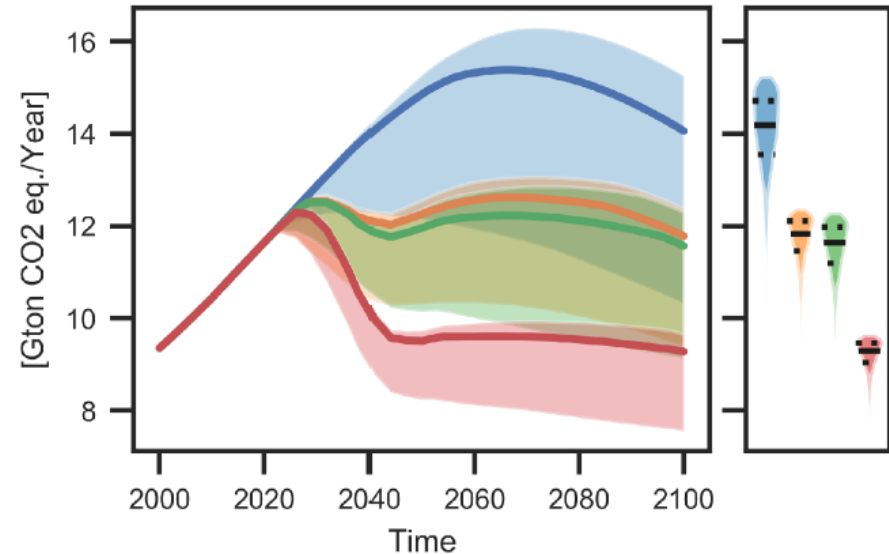
Percentage of vegetarian diet followers



(a)

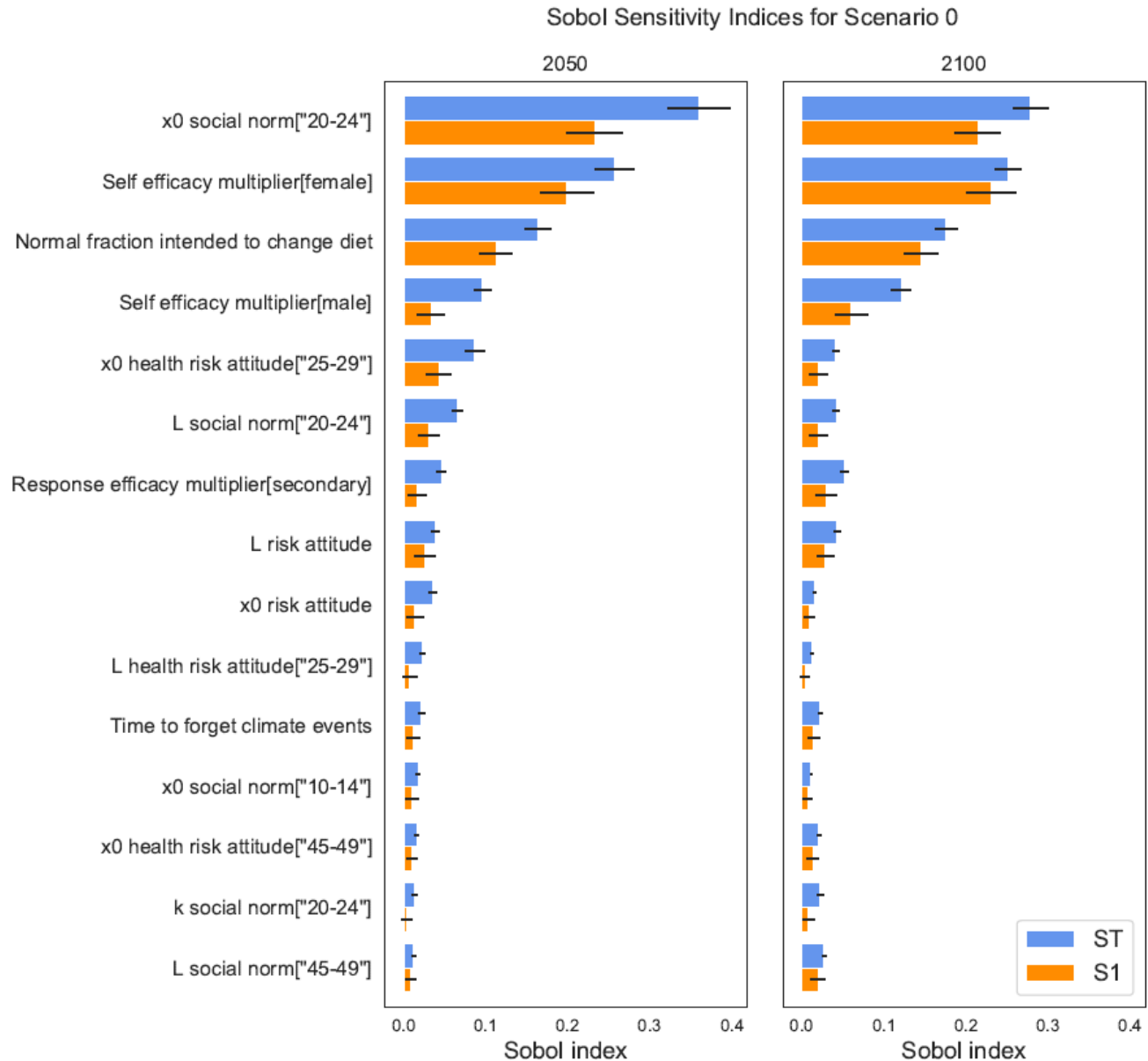


Total Agr. and Land Use Emissions



(b)

# Which behavioural factors cause the highest sensitivity?

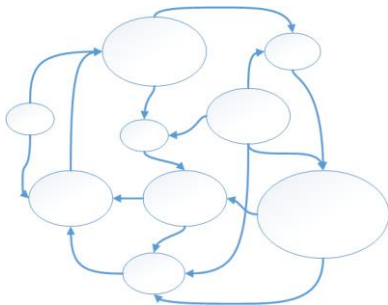


# Conclusions



Social norms and self-efficacy (identity) are the most prominent drivers, not the climate or health risk.

The groups who already have a high tendency, e.g. young and female, are the low-hanging fruits.



The modelling framework is generalizable and transferrable.

# Way forward

