Plan to Accelerate
HEALTHY & SUSTAINABLE DIETS FOR ALL

Axis: 3. Transforming Agriculture and Food Systems

Key Objective: 9. More resilient, adaptive, and sustainable food systems

Solution: Accelerate demand for healthy, sustainable diets by mobilizing food providers and retailers to transform procurement, leverage behavioral insights, and harness data toward serving more nutritious, low carbon meals.

Host initiative: WRI with WWF, Madre Brava, ProVeg International, Health Care Without Harm

Scope: This initiative scales the Target-Measure-Act approach to help retailers and food providers—including public institutions, universities, manufacturers, retailers, hospitals, private companies, and food service operators— transform what and how food is offered. By aligning procurement, choice architecture, and data-driven accountability, the plan will measurably improve nutrition and cut food-related greenhouse gas emissions by 25% by 2030.

- Geographic: Global
- Sectoral: Retailers & Food Providers - including from the health industry, cities, food businesses and universities

Core Pillars of the Plan:

1. **Promote health- and sustainability-related targets that can scale dietary shifts within this decade, including:**
    - **A target to reduce GHG emissions** in line with the Paris Agreement - eg, 25% reduction in food-related emissions by 2030;
    - **A target to shift protein** from animal based sources to plant-based sources - eg, ProVEG WWF;
    - **A target to increase consumption of nutritious plant-based foods** rich in legumes, nuts, seeds, fruit and vegetables - eg, a Coolfood nutrition target will be released in 2026; and
    - **A target for changing procurement contracts** to create a shared responsibility for both food providers and their suppliers to achieve.

2. **Measure data to identify opportunities and track impact, including:**

    - **Use data** to benchmark performance, set improvement targets, and transparently report progress;
    - **Leverage tools** to give real-time feedback to food providers and inform consumers' choices; and
    - **Monitor sector-wide changes** in meal composition, nutrition, and emissions.

3. **Act to shift demand for healthy, sustainable foods through smarter procurement and behavioral design:**

    - **Partner** with governments, schools, hospitals, and businesses to shift purchasing toward foods with lower climate impacts and higher nutritional value.
    - **Connect** food providers to practical tools, technical assistance, and peer learning networks that accelerate implementation.
    - **Leverage** collective buying power to grow market demand for sustainable producers and suppliers.
    - **Equip** food providers with proven approaches to redesign menus, food environments, and marketing so that healthy, sustainable choices become the easiest and most appealing.
    - **Apply** behavioral insights to help food providers nudge consumers toward plant-rich meals and reduce waste—without sacrificing satisfaction or cultural relevance.
    - **Build capacity** among chefs, food service teams, and managers to embed these shifts in daily operations.
    - **Model and track** pathways for achieving measurable nutrition and emissions targets across diverse food service settings.

Levers Assessment: *(each lever is described in the guidance document)*

- **Risk-informed decision-making:** High maturity
    - *Rationale: [] WRI's research into the likely growth in demand for ruminant meat, likely global population growth, and projections of C02 levels these would create mean that we are clear of the risks associated with the food system as well as the required reductions to align it with a permissible level of associated C02.*
- **Technology shifts:** Medium maturity

- *Rationale: []Some progress. Sustainability tools show the climate benefits of plant-based choices, motivating eco-conscious consumers. E-commerce & delivery apps make plant-based products easier to find and try. Health tech like wearables and apps encourage plant-based eating for fitness and weight goals.*

- **Knowledge & Capacity building:** Medium maturity
  - *Rationale: []Some progress. Some shifts are creating a more informed and capable ecosystem - from consumers to professionals to policymakers - ready to support and scale plant-based food demand.*
- **Inclusive decision-making governance & design:** Medium maturity
  - *Rationale: []Some progress. Where it is happening integration of plant-based strategies into national health goals, can address chronic disease, obesity, and climate resilience simultaneously*
- **Standards & Taxonomies:** Medium maturity
  - *Rationale: []Some progress. Some interest in standards help consumers identify sustainable choices, especially when backed by trusted certifications or eco-labels. Governments and institutions can use taxonomies to shape food procurement, subsidies, and dietary guidelines thereby making plant-based and sustainable options more accessible. Development and recognition of global frameworks from WHO and FAO that can help harmonize definitions of sustainable diets, enabling cross-border collaboration and scaling of best practices*

- **Supply:** High maturity
  - *Rationale: []High availability, accessibility, and reliability of the solution required for widespread implementation.*
- **Demand:** Medium maturity
  - *Rationale: []Some progress. Rising food costs can make sustainable diets more appealing, especially when they align with affordability and local sourcing.*
- **Public/private finance:** Medium maturity
  - *Rationale: []Some progress. Seeing public and private investors support policy and research that can help to accelerate the shift to plant based food*
- **Partnerships and collaboration:** Medium maturity
  - *Rationale: []Some progress. Partnerships and collaboration are essential to driving systemic change across food systems. From local food networks to global research alliances, these efforts are helping make sustainable eating more accessible, equitable, and impactful.*
- **Policy & regulatory:** Low maturity

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- *Rationale: []Governments are not yet willing/able to pass legislation that would create the conditions for food production that is aligned with a sustainable food future. Governments are using procurement policies to make plant-based and sustainable meals the default in schools, hospitals, and public institutions. But we have seen some slowing down of progressive policy making in recent years.*

- **Public opinion:** Low maturity
  - *Rationale: []Still low general understanding of the climate impact food has 1/3 all GHGs, people are unclear what truly makes a difference and are not motivated by climate concerns when making food choices.*

Expected impact of this plan on the 2030 targets (if any): High

This plan will help realize SDG 12, and seek to keep food-related emissions below a Paris Agreement-aligned threshold. It will also lead to:

- **Measurable reduction in the carbon footprint** of institutional and commercial meals evidence of which is reported annually in Coolfood progress report.
- **Measurable increase in the share of plant-based food sales** of major retailers in Europe
- **Increased consumption of nutritious, plant-rich foods** among diverse populations.
- **Easier, cost-efficient sourcing of plant-based foods**, including alternative proteins.
- **Pre-competitive collaboration** that facilitates peer-to-peer learning and a “race to the top” for achieving progress across food sector.
- **A proven model** that demonstrates how coordinated action among food providers can advance both health and climate goals.

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Output	Action Scope	Action	Type of action	Implementation Lever	Responsible	Time horizon	Stakeholder engagement	Committed Stakeholders
Coolfood Pledge members deliver 25% GHG reduction by 2030	Foodservice, cities, healthcare, universities, etc	Get food providers to set target, share procurement data annually, and help more consumers eat sustainably by changing the choice architecture of their dining environments	Existing a…	Demand	WRI	Novemb…	Companies	
60% of food sales come from plant-based sources by 2030	Retailers, foodservice	Get food providers to set target, share procurement data annually, and help more consumers eat sustainably by investing in plant-based product and meal innovation and changing the choice architecture of their store and dining environments, engage with policymakers to create an enabling policy environment for increased retailer action	Existing a…	Demand	ProVeg	Novemb…	Companies	
Supermarkets commit to rebalance protein-rich food sales to achieve 60% plant / 40% animal split in line with the Planetary Health Diet.	Food retailers across EU & UK	Retailers acknowledge their role in diet shifts, set targets to rebalance protein sales in line with the Planetary Health Diet and implement measures on product reformulation, price, placement, promotion to make healthy & sustainable food the easy choice for consumers.	Existing a…	Public/private …	Madre Brava	Novemb…	Companies	
To align retailers sales with global sustainability goals and support the shift to a more sustainable food	Retailer engagement	Provide the WWF Retailer Methodology, which allows retailers to map and report their sales against the PHD,	Existing a…	Partnerships …	WWF	Novemb…	Companies	

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system (60% plant-based proteins and 40% animal-based proteins in line with the PHD)		engages them to set (protein) targets toward a healthy and sustainable diet through transformative partnerships, and supports action on several national political levels to establish an industry-wide agreement on the protein transition.						
			[]	[]		[]	[]	
			[]	[]		[]	[]	
			[]	[]		[]	[]	
			[]	[]		[]	[]	