

**Sustainable food production and a healthy, balanced diet are the pillars of SWITCH food choices**

The food we produce and eat does not just impact our health and well-being, but also that of our planet. We advocate for:

- Lower impact on climate, land and water
- Food culture, local tradition and knowledge
- Health and nutrition
- Biodiversity protection and agroecology
- Social fairness

**Innovating through meaningful engagement**

**Achieving human and planetary health and well-being through food**

In our 6 vibrant Food Hubs, diverse people from all over the food system are gathering to collaborate on new sustainable eating solutions. It's where research meets everyday life.

- CONNECTION
- MOTIVATION
- SHARING
- INCLUSION
- IMPACT
- VISIBILITY

**ACTIONABILITY**

**CHANGE-MAKERS**

**FOOD PRODUCERS**

SWITCH facilitates the connection to consumers and access to markets and restaurants. It helps with navigating barriers to an economically and environmentally sustainable production, while assisting in the communication with policymakers.

**CITIZENS**

Because of the clear and simple information SWITCH provides, choosing and preparing local, seasonal and healthy food becomes easier. SWITCH offers the opportunity to participate in shaping healthier and more sustainable food systems by facilitating connections between people, bringing them together to share experiences that place food at the center.

**CHEFS AND RESTAURATEURS**

SWITCH offers valuable expertise and visibility to promote sustainable practices in dining. It supports the connection with local producers of fresh and sustainable food and the planning of healthy menus.

**POLICYMAKERS**

SWITCH amplifies the reality of local food systems, providing essential knowledge and robust evidence for shaping healthier and more sustainable diets. It's the bridge to crafting people-centred food policies and strategies.

**EDUCATORS**

SWITCH provides clear and easy-to-communicate information about healthy & sustainable food that is evidence and practice-based and that can be passed on to students and colleagues.

**SWITCH IN ACTION**

**PROMOTING REGIONAL SUSTAINABLE DIETS**

Introducing and celebrating delicious regional foods and meals that support the well-being of both people and planet.

**IMPLEMENTING INCLUSIVE COMMUNITY PROGRAMS**

Creating platforms that enable everyone to participate in preparing and enjoying sustainable, healthy meals.

**HEALTH PROFESSIONALS**

SWITCH adopts a systemic and interdisciplinary approach to healthy and sustainable food. With its focus on collaboration, it promotes comprehensive understanding that helps address complex dietary challenges effectively.

**JOURNALISTS**

SWITCH provides clear coherent information that can be communicated and leveraged to motivate people to participate in this change towards healthier and more sustainable diets.

**FACILITATING COMMUNICATION AND EDUCATION**

Engaging in meaningful conversations and sharing science-based strategies and tools to promote healthier food practices among food system actors.

**PROVIDING GUIDANCE AND SUPPORT FOR DECISION-MAKERS**

Offering clear guidelines and support systems to leaders at all levels to make informed food system decisions.

**CO-LEARNING**

**SHARING SPACES FOR SUSTAINABLE FOODS**

Designing environments that facilitate sharing and preservation of regional, healthy food.

**INNOVATING WITH DIGITAL TOOLS**

Developing digital technologies to support the mission and adapt to an increasingly dynamic market demanding transparency in consumption and production.

**CO-CREATION**

**MULTIDIMENSIONAL**

**INCLUSIVITY**

**COMMUNICATION**

**FOOD HUBS**

**ROME AND LAZIO REGION**

Reconnect people with food and territory.  
Translate SWITCH research findings in real change & scalable solutions for local actors.  
Build coherence between SWITCH values and food.

**CAGLIARI AND SARDINIA REGION**

Leverage diets as a catalyst for change.  
Advance towards a pact among the various actors in the farm-to-fork supply chain.

**DONOSTIA (SAN SEBASTIAN) AND BASQUE REGION**

Be facilitators for a just transition - Implement and boost initiatives to build a healthy and sustainable food environment tailored to diverse social contexts.

**GOTHENBURG AND VASTRA GOTALAND**

Double the number of people eating healthy and sustainably in our region by 2027, advancing towards our vision of healthy food for all within planetary boundaries.

**MONTPELLIER AND OCCITANIE REGION**

Develop, capitalise on and evaluate citizen and policy-led initiatives to:  
Strengthen their visibility and amplify their impacts with regard to vulnerable groups.  
Reinforce linkages with regional agriculture.

**BERLIN - BRANDENBURG**

Collaboratively supporting our neighbours and local communities with practicable and scalable solutions, to improve their food environments and accelerate the transition towards healthy and sustainable dietary behaviour.