

PLANETARY HEALTH (KPIs)

Role of consumers vs. private companies

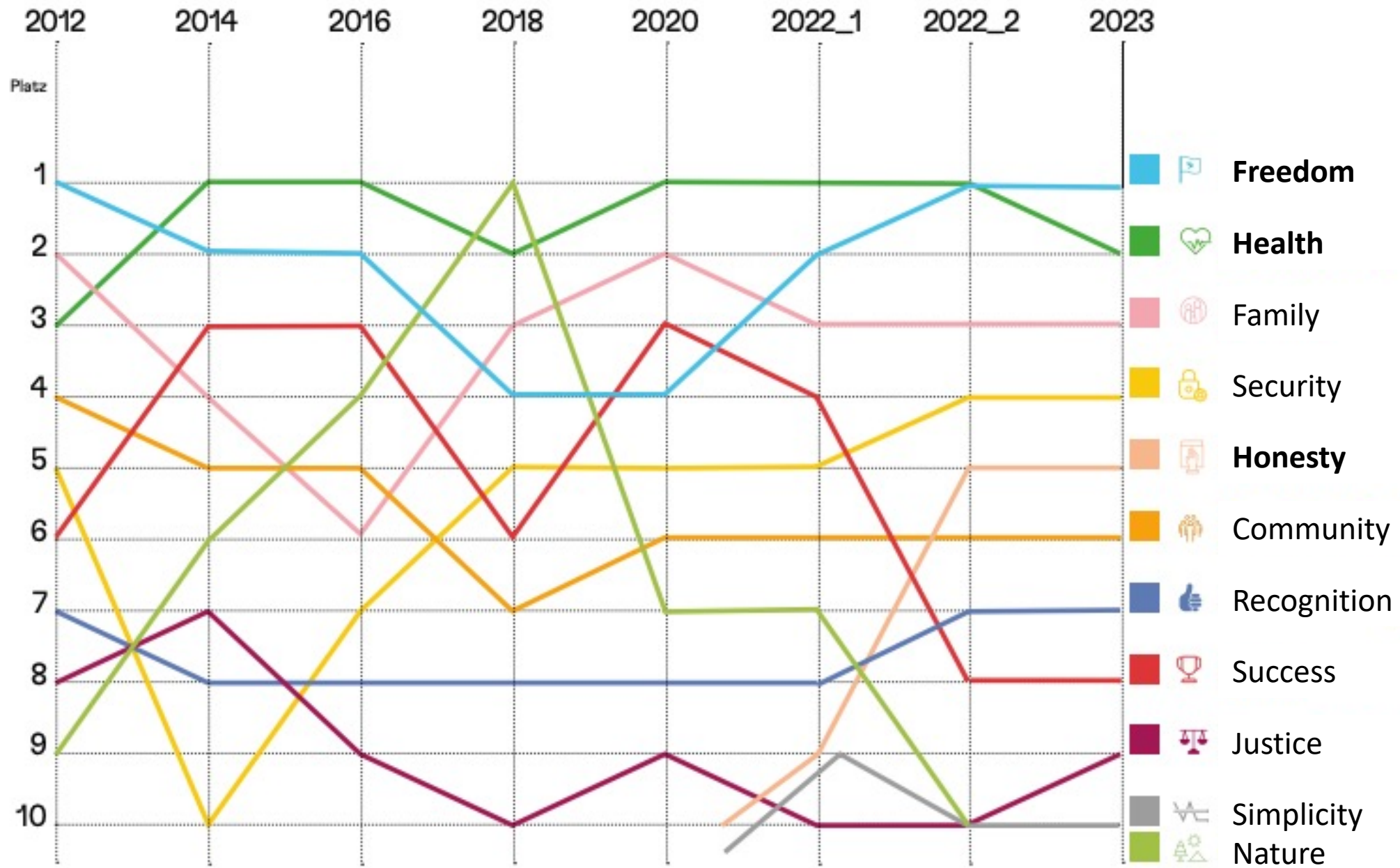
ZHAW Lake Week | International Day | 29.01.2024



Theresa Hingsammer
Food Campus Berlin



I am tired.

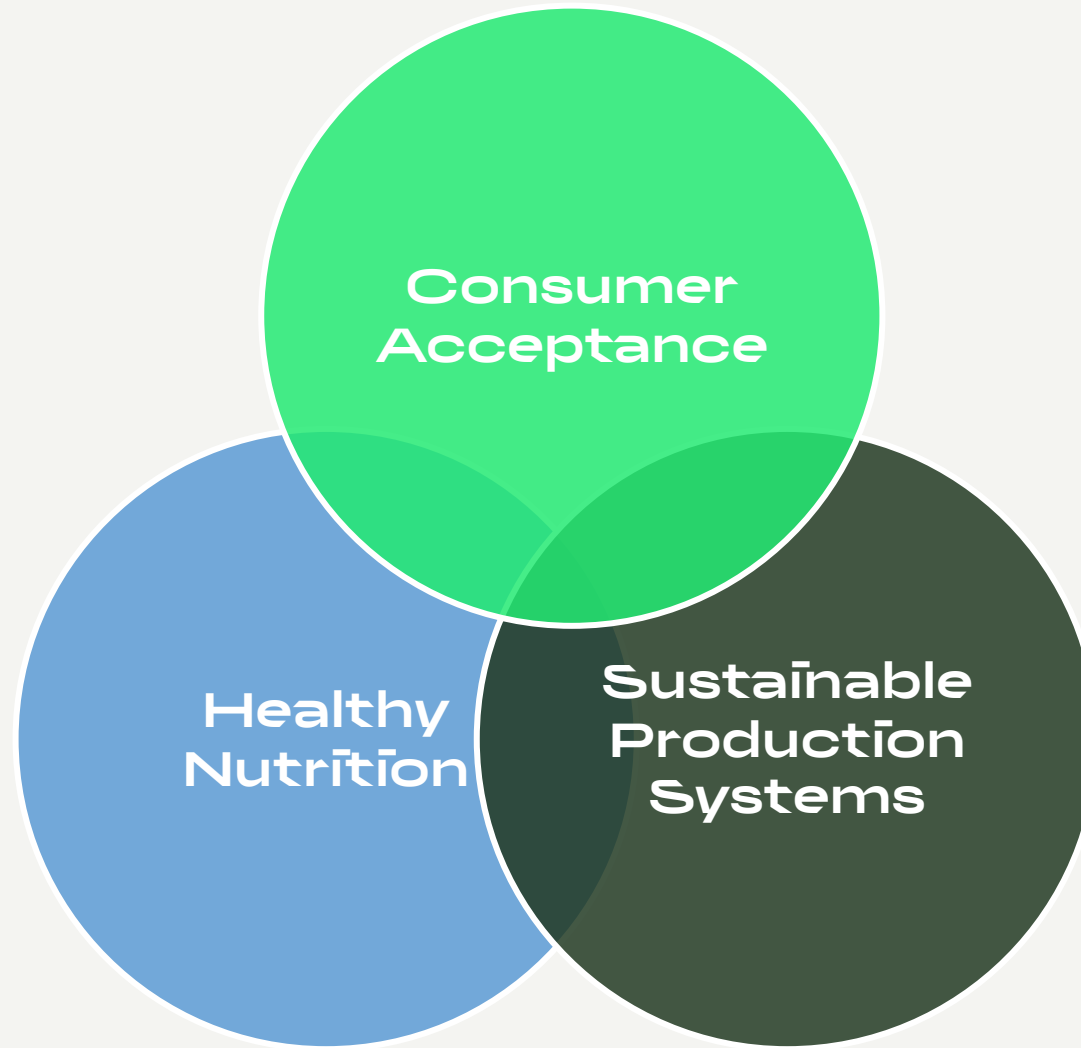


THE ROLE OF CONSUMERS

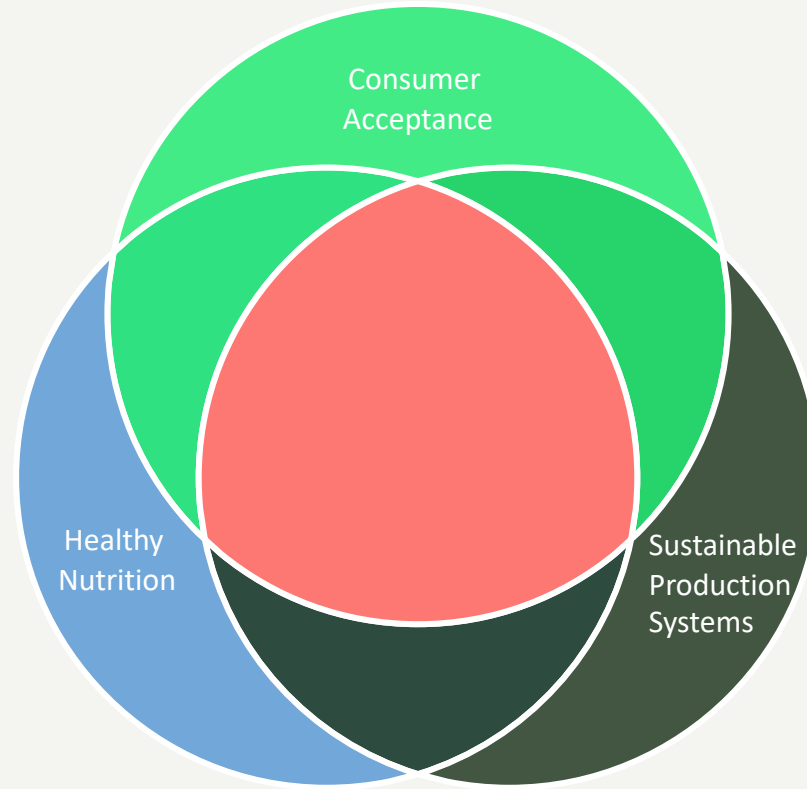
Source: Werteindex 1-2024, Bonsai Research

What's in it for me?





How to create a bigger intersection?



Freedom

Indulgence
first,
rationality
second

True
impact counts



**How to
spark
enthusiasm?**

Planetary
Health **AND**
profits

Comparability

Backcast all
goals



Thank you!