



Planetary Health Diet in university canteens

Andrea Rizo, Christian Oltra & Anna Escobedo



Table of Contents

1. ¿Planetary Health Diet?
2. Context
3. Research approaches
4. Study phases
5. Methodology
6. Results
7. Conclusion

1. ¿Planetary Health Diet?



Flexitarian dietary pattern whose main objective is to optimise human health without exceeding planetary limits. (Willet *et al.*, 2019)

2. Context

- Barcelona World Sustainable Food Capital 2021.
- European UNI-ECO Project

2021
**Barcelona
World Sustainable Food
Capital**



2. Context

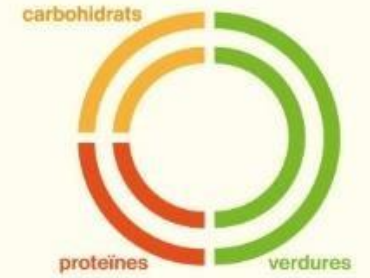
During the week of 18-22 October, the faculties of Biology and Economics offered an alternative menu in their cafeteria called:

The Planetary Health Diet.

According to the data obtained, more than half of the canteen's sales were from the PHD menu.

EL NOU MENÚ PLANETARI

al bar de la Facultat d'Economia i Empresa (edifici 696)



Aquesta setmana:
ENTREPÀ VEGÀ 

Exemple de menú planetari

	d. DILLUNS... <i>centc saan</i>	d. DIMARTS... <i>morson de cuquera</i>	DIMECRES	d. DIJOUS... <i>paella</i>	DIVENDRES <i>Thanks God is Friday!</i>
MENÚ TRADICIONAL					
PLATS ÚNICS					
	AIGUA + POSTRES	AIGUA + POSTRES	AIGUA + POSTRES	AIGUA + POSTRES	AIGUA + POSTRES

La UB vol impulsar la «dieta de salut planetària» per millorar la salut de les persones i del planeta, i:

- Tenir accés a una alimentació saludable i sostenible
- Apostar per productes de proximitat i de temporada
- Reduir el consum de carn i de productes d'origen animal
- Evitar el malbaratament d'aliments
- Eliminar els envasos de plàstic
- Reduir el consum d'electricitat i d'aigua

DEL 18 AL 22 D'OCTUBRE

T'HI ESPEREM!

ub.edu/universitatsaludable



universitat

UNIVERSITAT DE BARCELONA
Vicerectorat d'Igualtat i Gènere

3. Research Approaches

Research Question

1. What is the level of individuals' satisfaction and acceptance of the PHD menu?
2. What are the attitudinal and behavioural impacts of this PHD menu?

GENERAL OBJECTIVE

To assess the impact of the introduction of the PHD menu on the environmental and dietary attitudes and practices of members of the university community in two faculties.

5. Methodology

Evaluative observational study including mixed methods :

1. Quantitative: Questionnaire survey before and after the intervention.

2. Qualitative : Focus groups before and after intervention.

Items: Satisfaction, acceptance, eating habits (Steptoe et al., 1995), self-perception of sustainability, Willing to pay (Van Westendorp, 1976).

4. Study Phases

Phase 1

**Initial Questionnaire
+Focus Group**

8th June 2021-

Student representatives

From 4th to 17th Oct.

To understand the attitudes, behaviour and habits of the university community.

Phase 2

**Implementation
of PHD menu in
the Faculty of
Biology and
Economics**

Phase 3

**PHD Questionnaire
+Focus Group**

From 25th Oct. To 6th
Dec.

Know experience, acceptance and valuation PHD menu.

9 de Diciembre 2021

Sociology Master's students

Sample Quantitative design

Students
TS
AS

	Before Intervention	After Intervention
Economics Faculty	N=223	N=190
Biology Faculty	N=58	N=146

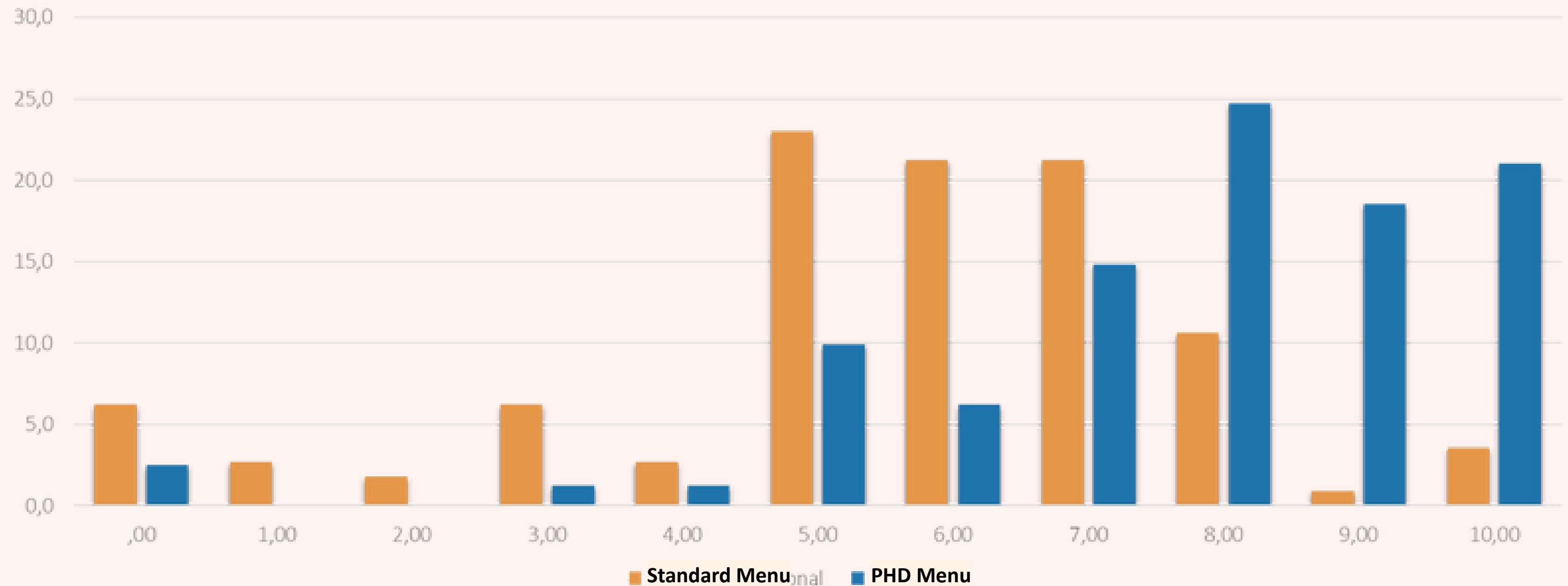
Focus Group Participants Fact Sheet

N°	Gender	Age	Education background	Focus Group
W1	Woman	18	Bachelor of Economics	1
W2	Woman	21	Degree in BMA	1
M1	Man	23	Double Degree in BMA+ Law	1
W3	Woman	20	Bachelor's degree in international business	1
W4	Woman	28	PhD in Economics	1
W5	Woman	20	Sociology Degree	1
W6	Woman	22	Sociology Degree	1
W7	Woman	30	Master's Degree in Sociology	2
W8	Woman	27	Master's Degree in Sociology	2
M2	Man	21	Master's Degree in Sociology	2
W9	Woman	23	Master's Degree in Sociology	2
W10	Woman	42	Master's Degree in Sociology	2

Results

7

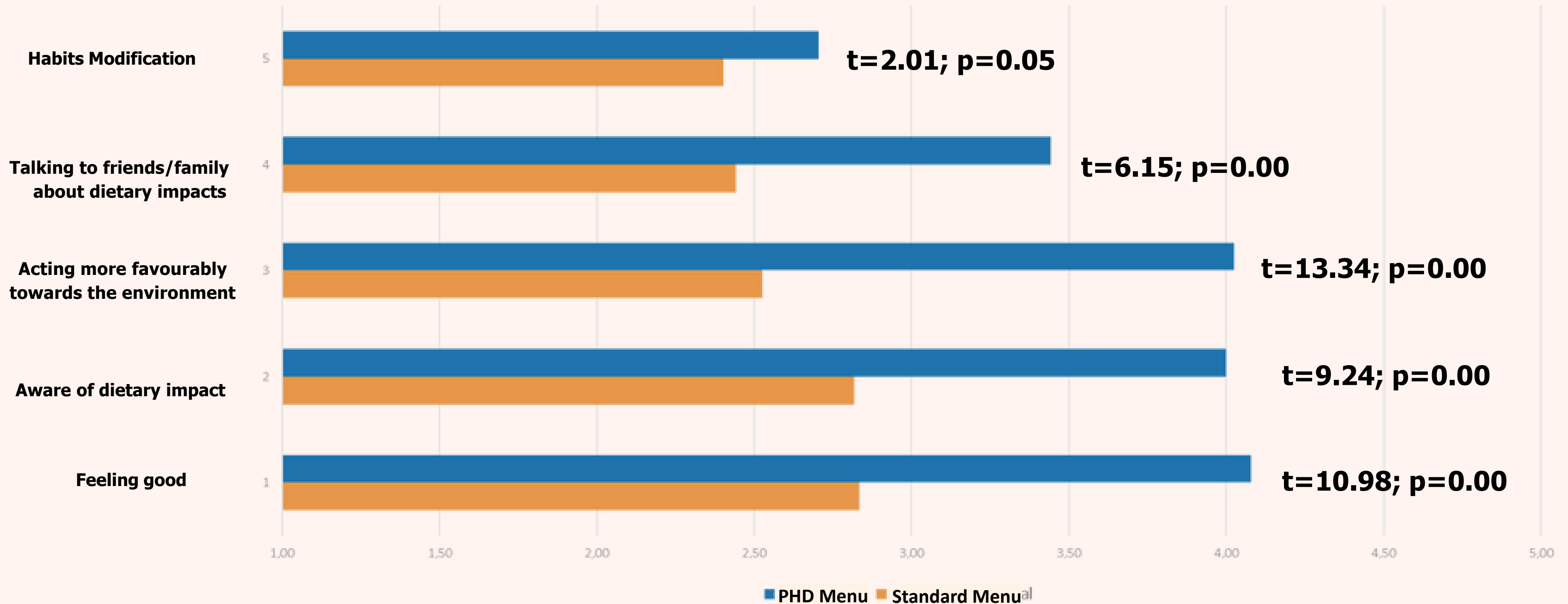
H1. The overall evaluation as well as the evaluation of the attributes will be higher for the PHD menu than for the standard menu.



Standard Menu PHD Menu

Standard Menu	PHD Menu
N=113	N=81
M=5.5/10	M=7.7/10

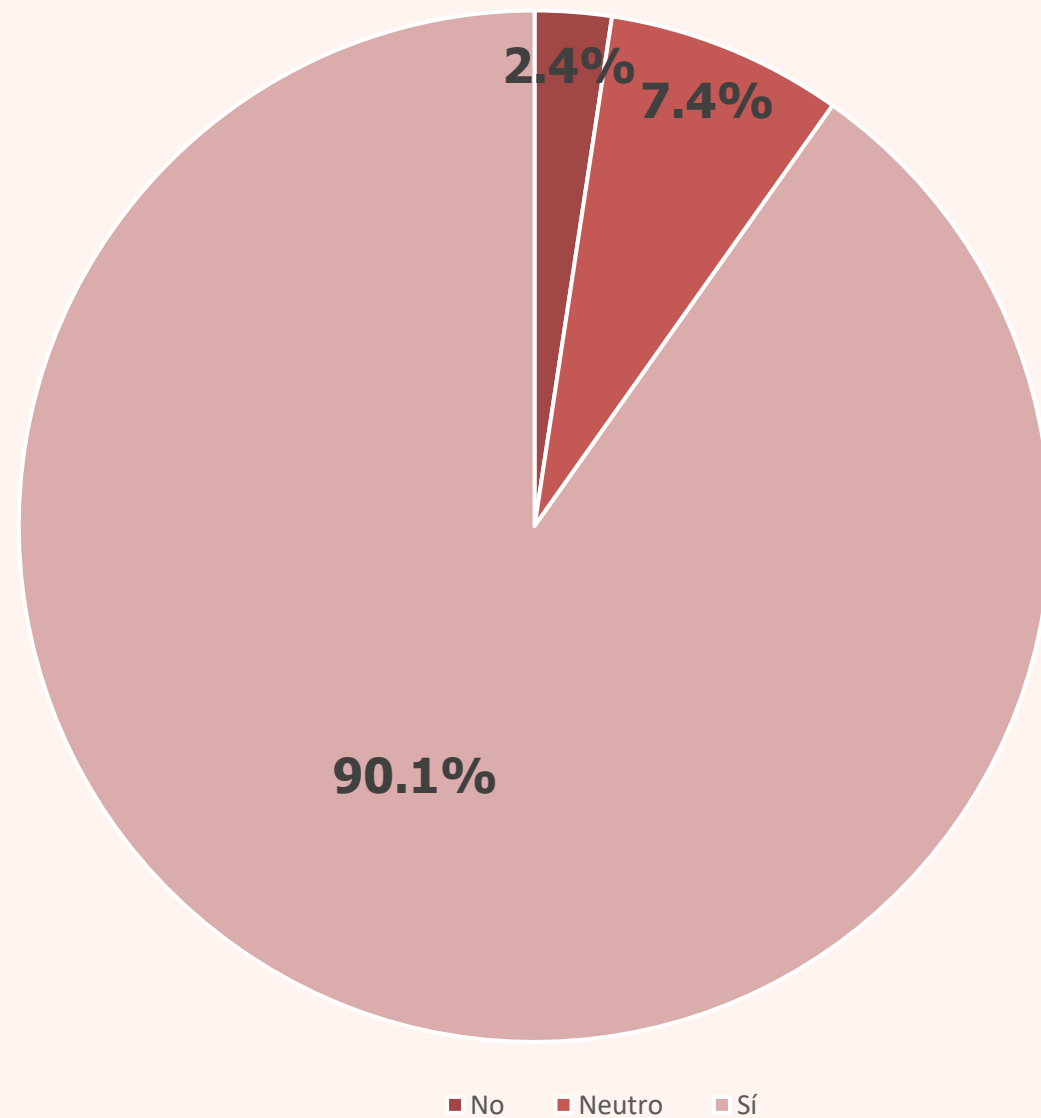
H2. The introduction of the PHD menu generates more impact on self-perceptions of sustainability than the standard menu.



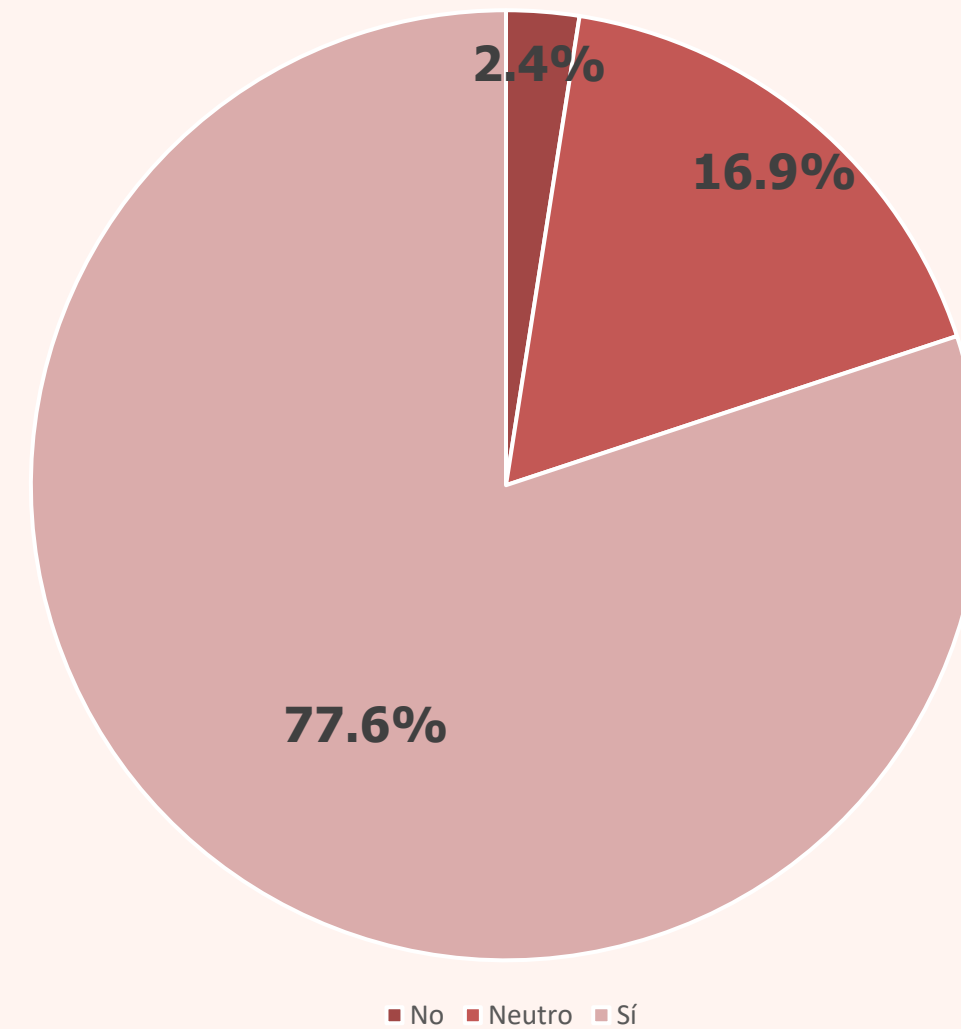
PHD Menu	Standard Menu
N=81	N=120
M=4.64/5	M=2.58/5

H3. Those who tried the DSP menu will be more willing to accept the permanent introduction of the menu than those who did not try it.

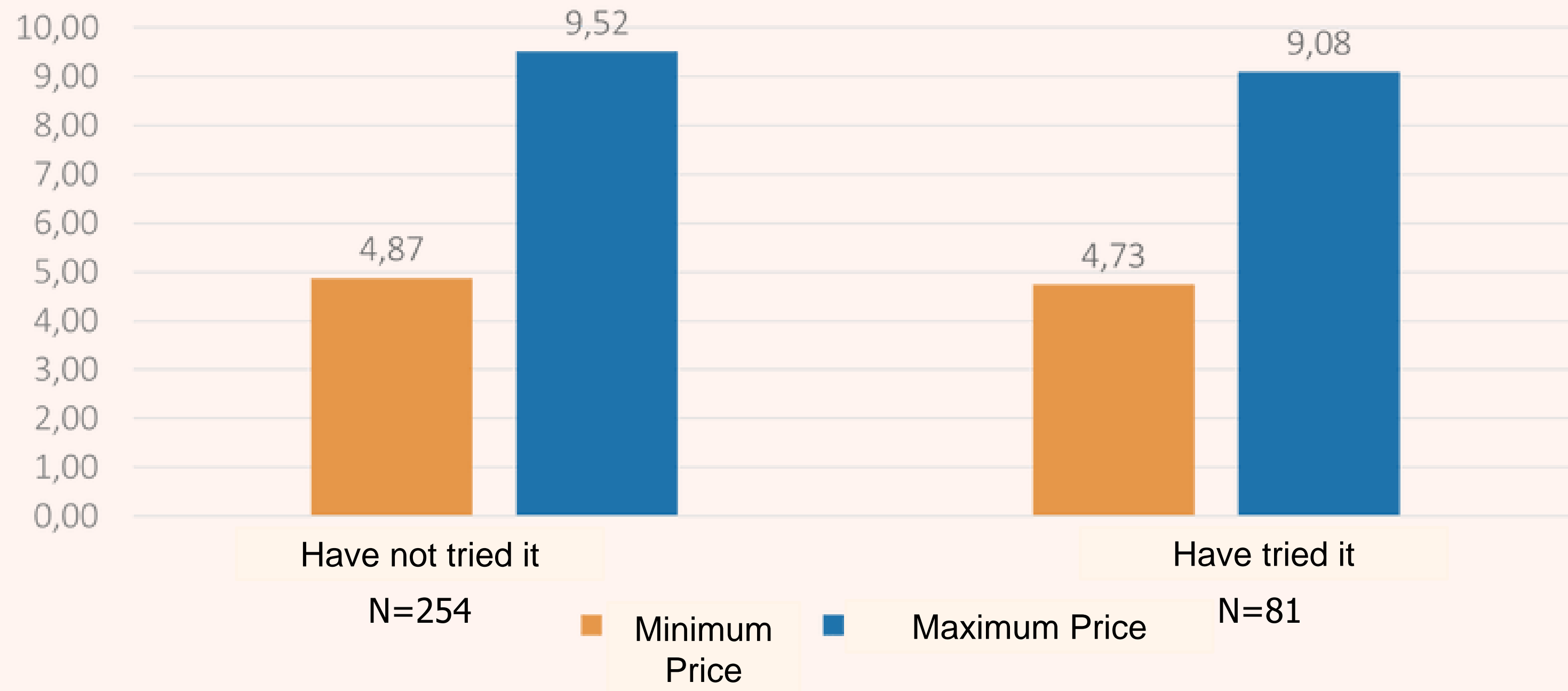
Acceptance of users who tried the PHD menu
N=81



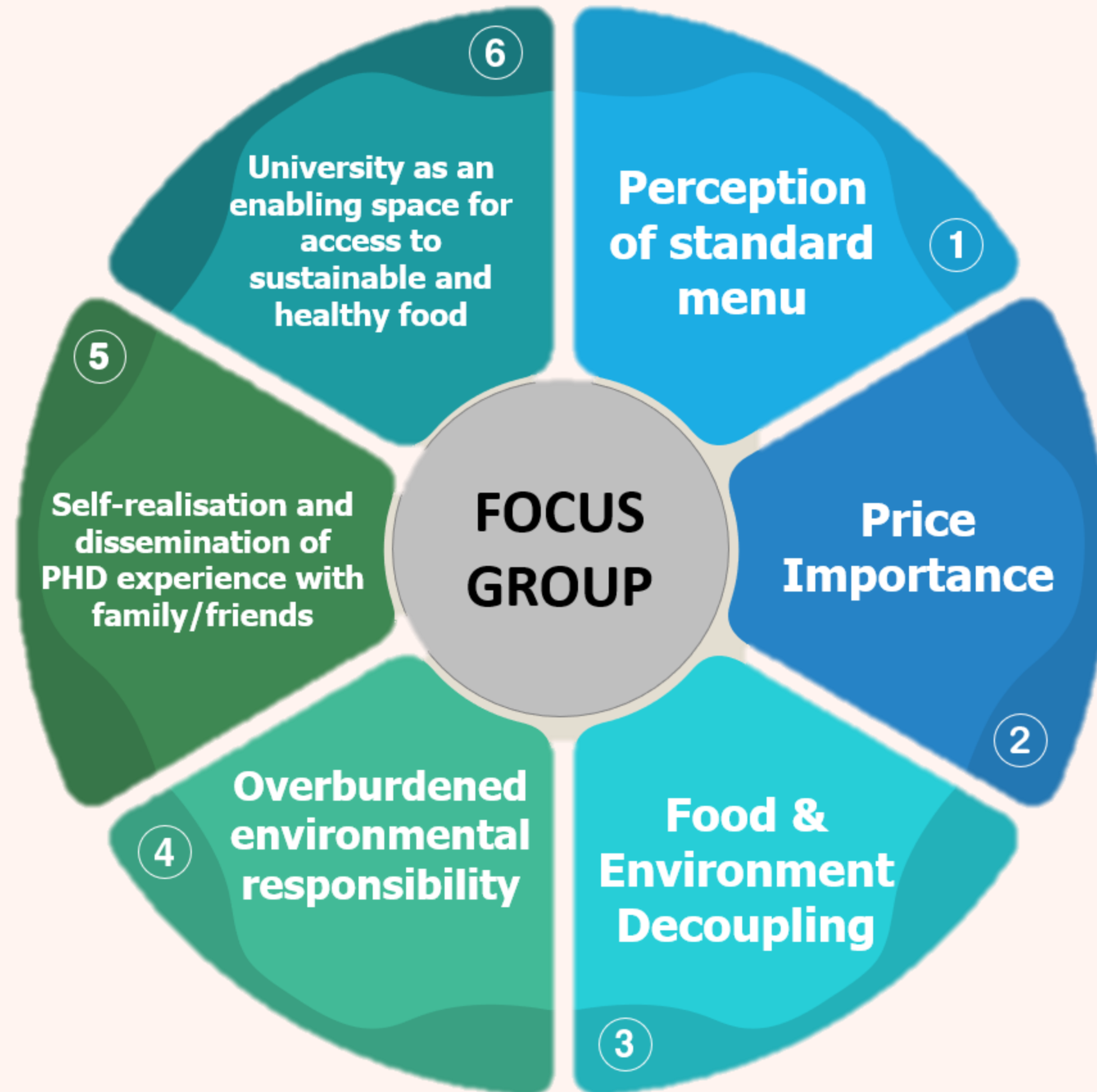
Acceptance of users who did not try the PHD menu
N=254



H4. Those who tried the PHD menu will be willing to pay a higher price for the PHD menu than individuals who did not try the PHD menu.



7. Focus Group Results



8. Conclusion

Overall and attribute evaluation -except price- more positive of the PHD menu compared to the standard menu.

Users who try the PHD menu report more positive personal impacts than users who consume the standard menu.

Individuals would be willing to support the introduction of the PHD menu, especially those who consumed it, but would not be willing to take on larger expenses.

.

8. Limitations of the study

(1) Observational design and users who tested menu may have been previously motivated.

(2) It was implemented only for one week.

Bibliographical references

Intergovernmental Panel on Climate Change (IPCC) (2020). Special Report on Climate Change and Land. Summary for Policymakers. <https://www.ipcc.ch/srccl/chapter/summary-for-policymakers/>

Steptoe, A., Pollard, T. M., & Wardle, J. (1995). Development of a measure of the motives underlying the selection of food: the Food Choice Questionnaire. *Appetite*, 25, 267–284.

Van Westendorp, P. (1976). *NSS-Price Sensitivity Meter. A new approach to study consumer perception of price*. [Acta]. En el vigésimo novena Congreso de ESOMAR, Venecia, Italia.

Willett, W.; Rockström, J.; Loken, B.; Springmann, M.; Lang, T.; Vermeulen, S.; Garnett, T.; Tilman, D.; DeClerck, F.; Wood, A.; Jonell, M. (2019). “Food in the Anthropocene: the EAT–Lancet Commission on healthy diets from sustainable food systems”. *The Lancet*, 393 (10170), p. 447-492.

**Thank you very
much for your
attention**

Authors:

Andrea Rizo andrea.rizo@ub.edu

Christian Oltra christianoltra@ub.edu

Anna Escobedo anna.escobedo@ub.edu

