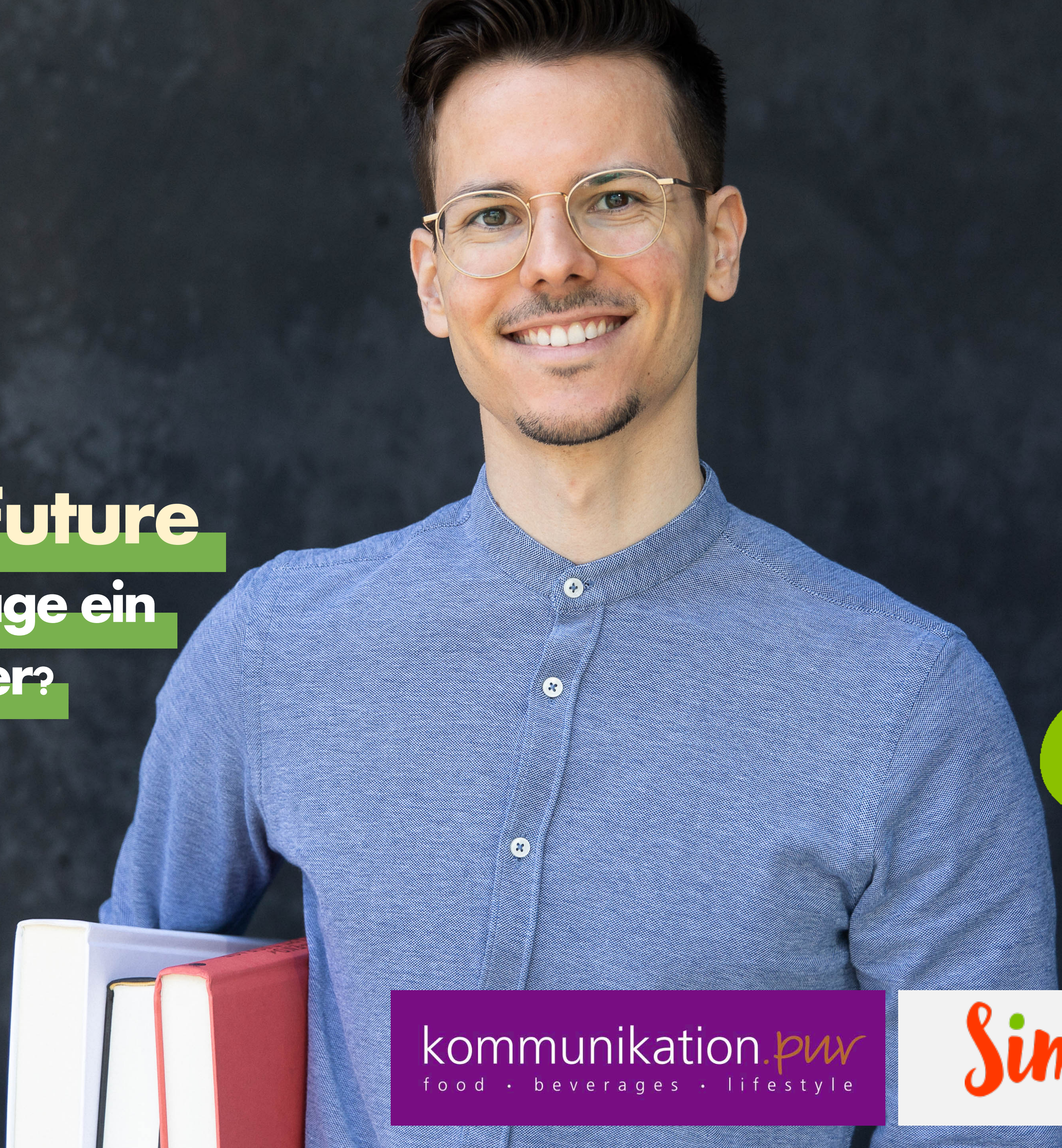
NIKO RITTENAU

The Foodie & the Future

Nachhaltigkeit: Heutzutage ein Muss für Foodfluencer?

Foodblogger Meet-up Vol. 4



100% pflanzlich!

kommunikation.pur
food · beverages · lifestyle

SimplyV

INHALT

Ernährung & Nachhaltigkeit:

- Was ist nachhaltige Ernährung & warum ist sie wichtig?
- Wie groß ist der Einfluss unserer Ernährung auf die Welt?
- Was würde ein Ernährungswandel der Gesellschaft bewirken?

Food & Nachhaltigkeit im Netz:

- No Fake Food News: Auf der sicheren Seite bei ernährungsbezogenen Aussagen – richtig recherchieren und kommunizieren
- Effektiv über das Thema Nachhaltigkeit sprechen und mit negativen Kommentaren umgehen

Nachhaltig influencen:

- Tipps für nachhaltiges Einkaufen & Kochen
- Warum pflanzlichere Lebensweisen nicht nur Veganerinnen & Veganer betrifft

Niko Rittenau

Ernährungswissenschaftler, Autor & Dozent

www.nikorittenau.com

www.facebook.com/niko.rittenau

www.instagram.com/niko_rittenau

www.youtube.com/NikoRittenau

2013-2017

Bachelorstudium Ernährungsberatung

Deutsche Hochschule für Prävention und Gesundheitsmanagement, Leipzig

(*Bachelorthesis: Die Auswirkung von Soja-Isoflavone auf kanzerogene Erkrankungen*)

2018-2020

Masterstudium Mikronährstofftherapie & Regulationsmedizin

Fachhochschule des Mittelstands, Bielefeld

(Masterthesis: Ernährungs- und Mikronährstofftherapie bei Diabetes mellitus Typ II)

Seit 2022

Promotion Ernährungswissenschaften

Rheinische Friedrich-Wilhelms-Universität, Bonn

Gründer von *VeganNews*, Dozent (u.a. DHGS), Speaker (u.a. TEDx,) & 5-facher Spiegel-Bestseller-Autor

Ernährung & Nachhaltigkeit:

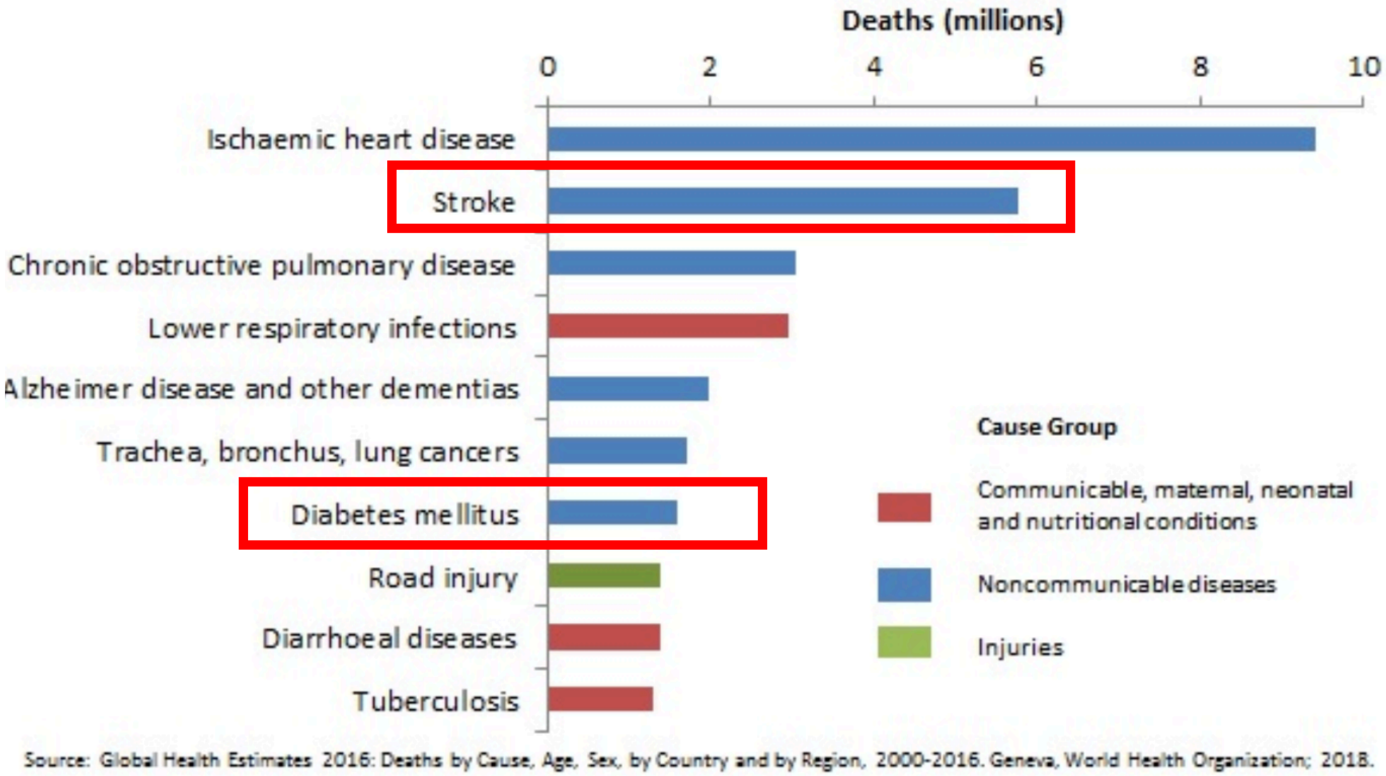
- Was ist nachhaltige Ernährung & warum ist sie wichtig?

- Wie groß ist der Einfluss unserer Ernährung auf die Welt?

- Was würde ein Ernährungswandel der Gesellschaft bewirken?

World Health Organization | Health Topics | Countries | Newsroom

Top 10 global causes of deaths, 2016

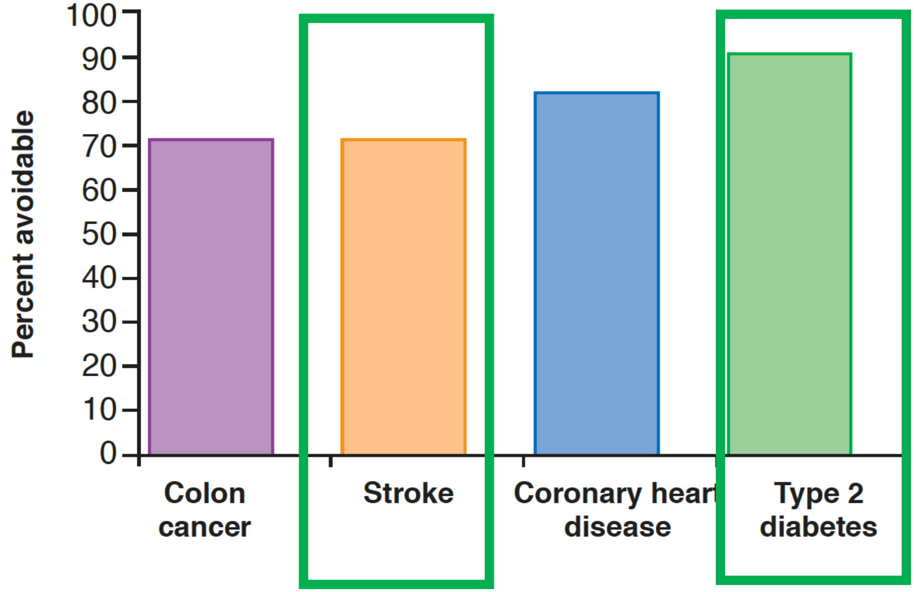


Diabeteserkrankungen weltweit verursachen ca. **612 Milliarden Dollar** Kosten im Gesundheitswesen (Da Rocha et al. 2016)

Science AAAS

Balancing Life-Style and Genomics Research for Disease Prevention
Walter C. Willett
Science **296**, 695 (2002);
DOI: 10.1126/science.1071055

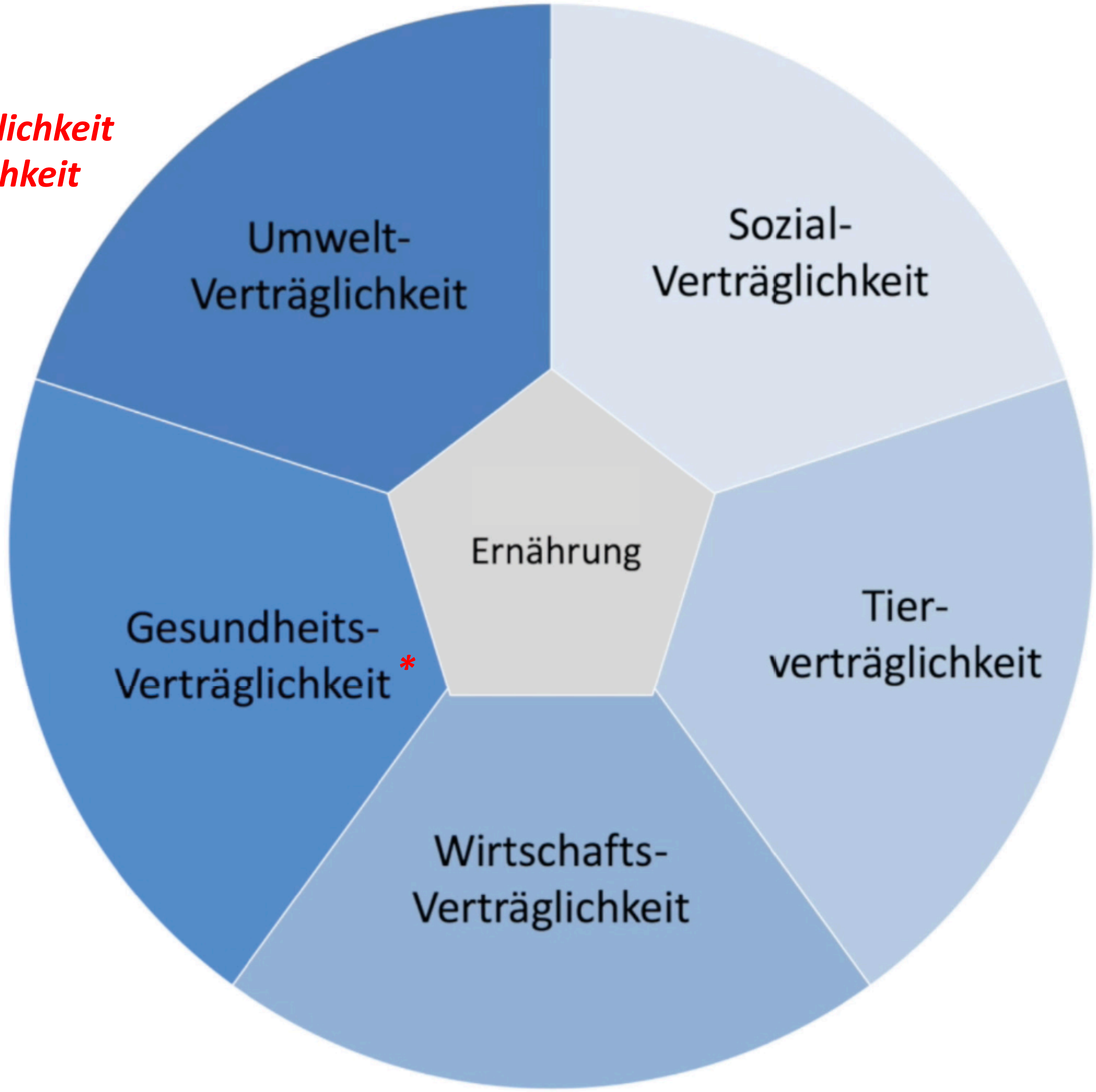
we have been able to identify modifiable behavioral factors, including specific aspects of diet, overweight, inactivity, and smoking



over 90% of adult-onset diabetes (8) (Fig. 1).

* *Gustatorik-Verträglichkeit*
* *Emotionsverträglichkeit*

Die 5 Ebenen unserer Ernährung



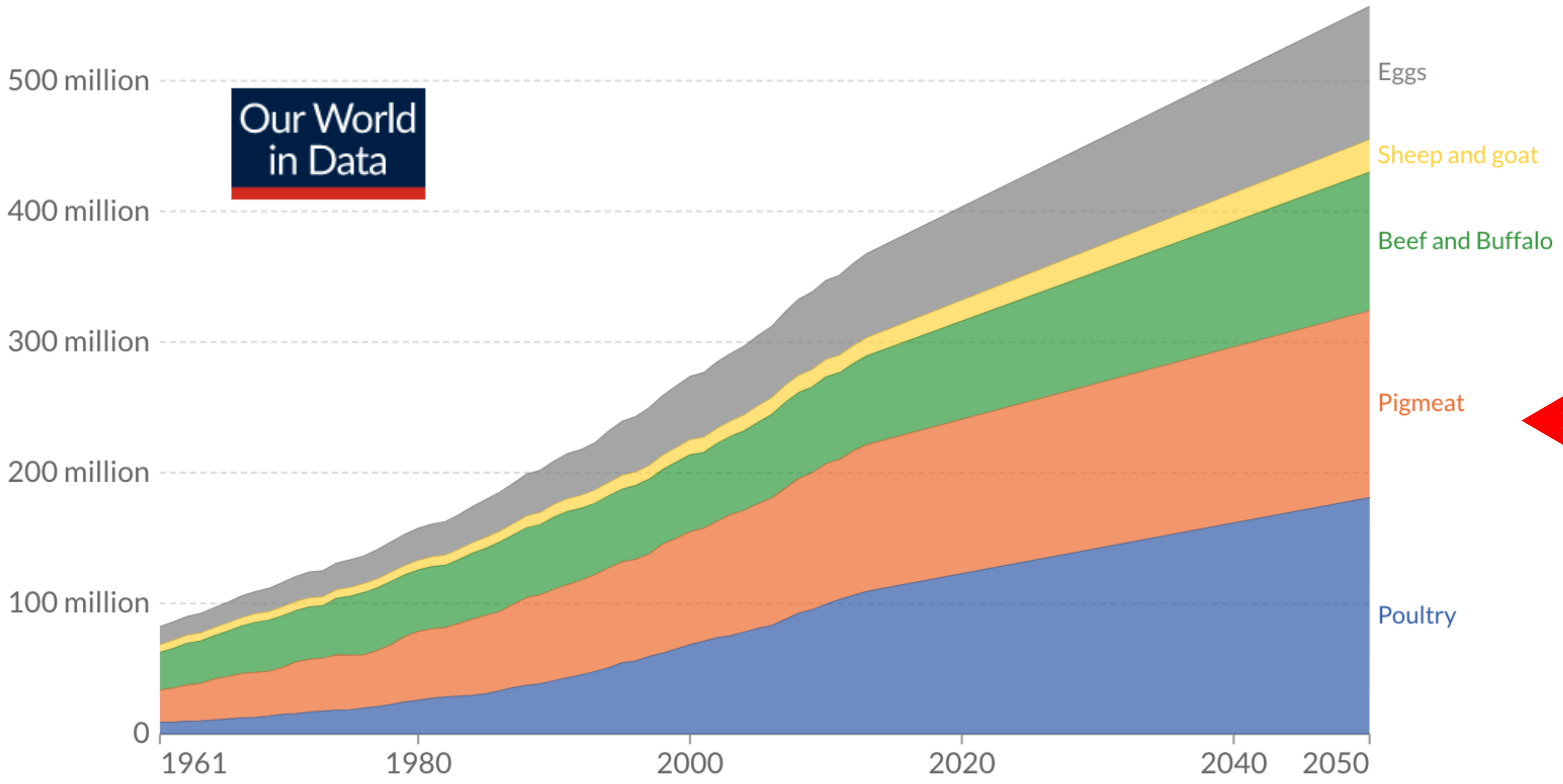
Problems associated with the rising demand for meat

ACS central science

A Fresh Take on Fake Meat

Melissae Fellet

Global meat estimates and projections, World, 1961 to 2050



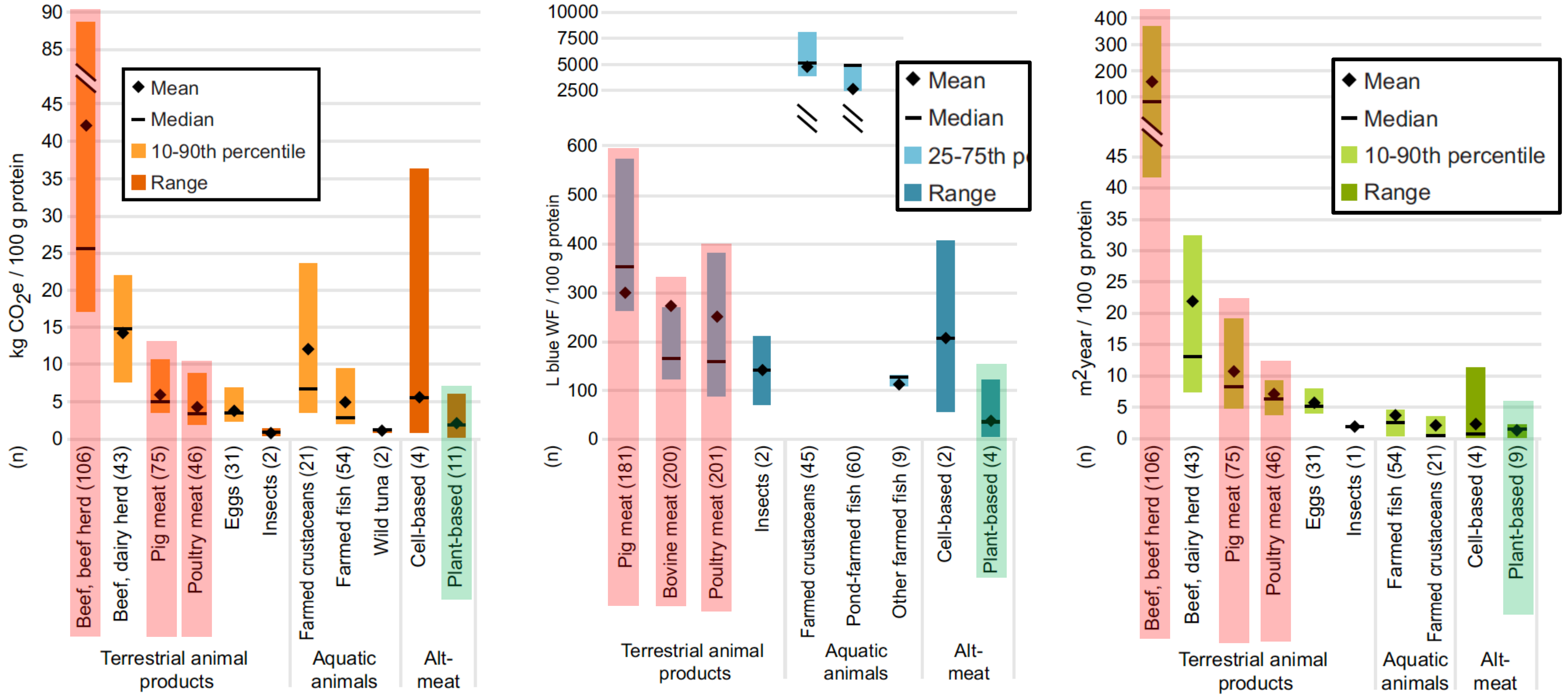
Meat's costs by the numbers

Percentage of global greenhouse gas emissions from raising livestock:	Fraction of world's ice-free land used to produce livestock, including growing feed:
14.5	**1/3**

Projected percentage increase in global meat demand by 2050:

73

Environmental impact of plant-based meat alternatives compared to conventional meat



Die weltweite sogenannte Nutztierhaltung verursacht bzw. verbraucht:

Klimawandel: 12 – 18 % aller Treibhausgasemissionen [8,9]
Regenwaldabholzung: 70 – 80 % aller Regenwaldabholzungen[10]
Flächenverbrauch: 30 - 33 % des weltweiten Landfläche[11,12]
70 - 80 % der landwirtschaftlich genutzten Fläche[13,14]
Lebensmittelverbrauch: 36 - 46 % der weltweiten Ernte[15,16]
Artensterben: ≈ 30 % des menschenverschuldeten Artensterbens[17]
Überfischung: ≈ 33 % der Fischpopulationen sind überfischt[18]
Antibiotikagabe: 70 – 80 % aller eingesetzten Antibiotika[19]
Zoonosenrisiko: 70 - 75 % aller humanpathogener Erreger[20,21]

Food & Nachhaltigkeit im Netz:

- No Fake Food News: Auf der sicheren Seite bei ernährungsbezogenen Aussagen – richtig recherchieren und kommunizieren

- Über das Thema Nachhaltigkeit sprechen und mit negativen Kommentaren umgehen

MailOnline

Sorry vegans! Australian study finds eating MEAT correlates to a longer life expectancy

- New Australian study finds meat consumption leads to greater life expectancy
- Researchers analysed meat consumption in over 170 countries across the world
- Scientists say people should eat meat as part of their diet but in moderation

By MIRIAH DAVIS FOR DAILY MAIL AUSTRALIA
PUBLISHED: 03:57 BST, 23 February 2022 | **UPDATED:** (

FAKE-NEWS?!

The New York Times

Eat Less Meat, Live Longer?

Men who ate more than a half pound of red, white or organ meat daily were 23 percent more likely to die prematurely than those who ate much less.

By Nicholas Bakalar

April 11, 2019

A meat-rich diet could increase the risk for early death, new research suggests.

Evidenzbasiert arbeiten – Studien verstehen


sustainability
MDPI

Article

Differences in Environmental Impact between Plant-Based Alternatives to Dairy and Dairy Products: A Systematic Literature Review

Annika Carlsson Kanyama [1,*], Björn Hedin [2] and Cecilia Katzeff [3]

1 Ecoloop, Ringvägen 100, 118 60 Stockholm, Sweden
2 Department of Media Technology and Interaction Design, Royal Institute of Technology, Osquars backe 31, 114 28 Stockholm, Sweden; bjornh@kth.se
3 Strategic Sustainability Studies, Royal Institute of Technology, Teknikringen 10B, 114 28 Stockholm, Sweden; ckatzeff@kth.se
* Correspondence: annika.carlsson.kanyama@ecoloop.se; Tel.: +46-720-212-217

Abstract: A large body of research suggests a more plant-based diet, including a switch to plant-based alternatives to dairy, is needed for lowering human-induced climate change as well as land and water use. With the help of a systematic literature review, we analyzed data from 21 peer-reviewed articles about the differences in emissions and resources used between various plant-based alternatives to dairy and dairy products. Emissions included were greenhouse gases, acidifying, eutrophicating, and ozone-depleting substances, and resource use included water, energy, and land. The results are presented as the quotients of the ratios of plant-based alternatives to dairy and dairy products. The comparison shows that the plant-based dairy alternatives have lower, or much lower, impacts in almost all cases, with two exceptions: water use for almond drinks (several studies) and emissions of ozone-depleting substances for margarine (one study). There is a lack of data concerning impacts other than greenhouse gas emissions for plant-based cheese alternatives; and in general, emissions of greenhouse gases are more highly covered than other impacts. In the quest for a swift transition to a low carbon economy, however, there is already enough evidence to proceed with a dietary change involving switching dairy products to plant-based alternatives.

Keywords: systematic literature review; plant-based dairy alternatives; milk; environmental impacts; greenhouse gas emissions; land use; water use

check for updates

Citation: Carlsson Kanyama, A.; Hedin, B.; Katzeff, C. Differences in Environmental Impact between Plant-Based Alternatives to Dairy and Dairy Products: A Systematic Literature Review. *Sustainability* **2021**, *13*, 12599. https://doi.org/10.3390/su132212599

Received: 22 September 2021
Accepted: 12 November 2021
Published: 15 November 2021

1. Introduction and Purpose

Limiting climate change is one of the great challenges of our time, and the United Nations [1] calls on all different types of actors to take measures to reduce greenhouse gas emissions [1]. Clark et al. [2] emphasize the importance of changing the food sector if the global average temperature increase is to be kept below 2 °C. The change needs to be radical [2]. Today's food systems account for a third of manmade greenhouse gas emissions [3], 32% of acidification, and 78% of eutrophication, which together means a major impact on species and ecosystems [4]. The same systems also use about 40% of the global land area that is not covered by ice or desert [4].

In the past 20 years, many scientific studies have drawn attention to the fact that a diet changed towards a more plant-based one could have large positive effects on ecosystems [4–6]. These effects can be created by freeing up large areas of land, as fewer animals must be provided with feed, which gives more space for other organisms. The same dietary change would also lead to reduced greenhouse gas emissions and improved health [7,8]. The UN Climate Panel states in its report from 2019 that a diet with little or no elements of meat and dairy products can lead to large reductions in greenhouse gas emissions and land use [9].

- Art der Studie?
- Art des Journals? (Impact Factor)
- Kompetenz des Autorenteams?
- Interessenskonflikte vorhanden?
- Finanzierungsquelle?

-> Kritik & Gegenpositionen recherchieren

-> „Balance of Evidence" gewichten

Evidenzbasiert arbeiten – Studien verstehen

sustainability MDPI

Article

Differences in Environmental Impact between Plant-Based Alternatives to Dairy and Dairy Products: A Systematic Literature Review

Annika Carlsson Kanyama [1,*], Björn Hedin [2] and Cecilia Katzeff [3]

1 Ecoloop, Ringvägen 100, 118 60 Stockholm, Sweden
2 Department of Media Technology and Interaction Design, Royal Institute of Technology, Osquars backe 31, 114 28 Stockholm, Sweden; bjornh@kth.se
3 Strategic Sustainability Studies, Royal Institute of Technology, Teknikringen 10B, 114 28 Stockholm, Sweden; ckatzeff@kth.se
* Correspondence: annika.carlsson.kanyama@ecoloop.se; Tel.: +46-720-212-217

Abstract: A large body of research suggests a more plant-based diet, including a switch to plant-based alternatives to dairy, is needed for lowering human-induced climate change as well as land and water use. With the help of a systematic literature review, we analyzed data from 21 peer-reviewed articles about the differences in emissions and resources used between various plant-based alternatives to dairy and dairy products. Emissions included were greenhouse gases, acidifying, eutrophicating, and ozone-depleting substances, and resource use included water, energy, and land. The results are presented as the quotients of the ratios of plant-based alternatives to dairy and dairy products. The comparison shows that the plant-based dairy alternatives have lower, or much lower, impacts in almost all cases, with two exceptions: water use for almond drinks (several studies) and emissions of ozone-depleting substances for margarine (one study). There is a lack of data concerning impacts other than greenhouse gas emissions for plant-based cheese alternatives; and in general, emissions of greenhouse gases are more highly covered than other impacts. In the quest for a swift transition to a low carbon economy, however, there is already enough evidence to proceed with a dietary change involving switching dairy products to plant-based alternatives.

Keywords: systematic literature review; plant-based dairy alternatives; milk; environmental impacts; greenhouse gas emissions; land use; water use

check for updates

Citation: Carlsson Kanyama, A.; Hedin, B.; Katzeff, C. Differences in Environmental Impact between Plant-Based Alternatives to Dairy and Dairy Products: A Systematic Literature Review. *Sustainability* **2021**, *13*, 12599. https://doi.org/10.3390/su132212599

Received: 22 September 2021
Accepted: 12 November 2021
Published: 15 November 2021

1. Introduction and Purpose

Limiting climate change is one of the great challenges of our time, and the United Nations [1] calls on all different types of actors to take measures to reduce greenhouse gas emissions [1]. Clark et al. [2] emphasize the importance of changing the food sector if the global average temperature increase is to be kept below 2 °C. The change needs to be radical [2]. Today's food systems account for a third of manmade greenhouse gas emissions [3], 32% of acidification, and 78% of eutrophication, which together means a major impact on species and ecosystems [4]. The same systems also use about 40% of the global land area that is not covered by ice or desert [4].

In the past 20 years, many scientific studies have drawn attention to the fact that a diet changed towards a more plant-based one could have large positive effects on ecosystems [4–6]. These effects can be created by freeing up large areas of land, as fewer animals must be provided with feed, which gives more space for other organisms. The same dietary change would also lead to reduced greenhouse gas emissions and improved health [7,8]. The UN Climate Panel states in its report from 2019 that a diet with little or no elements of meat and dairy products can lead to large reductions in greenhouse gas emissions and land use [9].

Sustainability **2021**, *13*, 12599. https://doi.org/10.3390/su132212599 https://www.mdpi.com/journal/sustainability

We are pleased to inform you that Sustainability received an updated Journal Impact Factor of 3.251 in the June 2021 release of the Journal Citation Reports®. The journal's **5-Year Impact Factor is 3.473.** 05.07.2021

sustainability an Open Access Journal by MDPI

In most fields, the impact factor of 10 or greater is considered an excellent score while **3 is flagged as good** and the average score is less than 1. 20.07.2020

1. Introduction and Purpose

2. Method and Materials

3. Results

4. Discussion and Conclusions

References

Funding: This study was financed by Oatly AB, Landskrona, Sweden.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Conflicts of Interest: The authors declare no conflict of interest.

Studienanalyse: Methodik

sustainability MDPI

Article

Annik

use. With the help of a systematic literature review, we analyzed data from 21 peer-reviewed articles about the differences in emissions and resources used between various plant-based alternatives to dairy and dairy products. Emissions included were greenhouse gases, acidifying, eutrophicating,

dairy and dairy products. Emissions included were greenhouse gases, acidifying, eutrophicating, and ozone-depleting substances, and resource use included water, energy, and land. The results are

Citation: Hedin, B.; Environme… Plant-Based Alternatives to Dairy and Dairy Products: A Systematic Literature Review. *Sustainability* **2021**, *13*, 12599. https://doi.org/10.3390/su132212599

Received: 22 September 2021
Accepted: 12 November 2021
Published: 15 November 2021

Keywords: systematic literature review; plant-based dairy alternatives; milk; environmental impacts; greenhouse gas emissions; land use; water use

1. Introduction and Purpose

Limiting climate change is one of the great challenges of our time, and the United Nations [1] calls on all different types of actors to take measures to reduce greenhouse gas emissions [1]. Clark et al. [2] emphasize the importance of changing the food sector if the global average temperature increase is to be kept below 2 °C. The change needs to be radical [2]. Today's food systems account for a third of manmade greenhouse gas emissions [3], 32% of acidification, and 78% of eutrophication, which together means a major impact on species and ecosystems [4]. The same systems also use about 40% of the global land area that is not covered by ice or desert [4].

In the past 20 years, many scientific studies have drawn attention to the fact that a diet changed towards a more plant-based one could have large positive effects on ecosystems [4–6]. These effects can be created by freeing up large areas of land, as fewer animals must be provided with feed, which gives more space for other organisms. The same dietary change would also lead to reduced greenhouse gas emissions and improved health [7,8]. The UN Climate Panel states in its report from 2019 that a diet with little or no elements of meat and dairy products can lead to large reductions in greenhouse gas emissions and land use [9].

Table 1. List of the 21 publications with comparative environmental data about PB alternatives to dairy products and dairy products found in the systematic literature review. Authors, year of publication, journal, and products compared.

Authors	Year	Journal	Products Compared
Clune et al. [40]	2017	Journal of Cleaner Production	Soy and almond drink versus milk
De Laurentiis et al. [44]	2019	International Journal of Life Cycle Assessment,	Margarine versus butter
Corrado et al. [45]	2019	Science of the Total Environment	Margarine versus butter
Smetana et al. [46]	2020	Journal of Cleaner Production	Margarine versus butter
Liao et al. [47]	2020	International Journal of Life Cycle Assessment	PB spreads, PB cream versus dairy products
Winans et al. [48]	2020	International Journal of Life Cycle Assessment	Almond drink versus milk
Kolbe [49]	2020	Advances in Climate Change Research	PB drink, PB cheese, PB cream and PB spreads versus dairy products
Mogensen et al. [50]	2020	Journal of Cleaner Production,	Oat yoghurt versus yoghurt
Chapa et al. [17]	2020	Science of the Total Environment	Soy drink versus milk
Scheelbeek et al. [51]	2021	BMJ Open	PB drink, PB cream, PB cheese and PB spreads versus dairy products

Studienanalyse: Ergebnisse


sustainability

Article

Differences in Environmental Impa[…]
Alternatives to Dairy and Dairy Pro[…]
Literature Review

Annika Carlsson Kanyama [1,*], Björn Hedin [2] and Cecilia Kat[…]

Citation: Carlsson Kanyama, A.; Hedin, B.; Katzeff, C. Differences in Environmental Impact between Plant-Based Alternatives to Dairy and Dairy Products: A Systematic Literature Review. Sustainability 2021, 13, 12599. https://doi.org/10.3390/su132212599

Received: 22 September 2021
Accepted: 12 November 2021
Published: 15 November 2021

Keywords: systematic literature review; plant-based dairy alternatives; milk; environmental impacts; greenhouse gas emissions; land use; wa[…]

1. Introduction and Purpose

Sustainability 2021, 13, 12599. https://doi.org/10.3390/su132212599

Authors	Year	Country of Sale	Number of Values	Land Use PB Spreads versus Milk-Based Ones
Smetana et al. [46]	2020	Not indicated	2	0.39
Liao et al. [47]	2020	21 countries in Europe and North America	212	0.3
Meier et al. [38]	2012	Germany	1	0.15
Nilsson et al. [35]	2010	UK, Germany, and France	3	0.43

Authors	Year	Country of Sale	Number of Values	Water Use PB Spreads versus Milk-Based Ones
Liao et al. [47]	2020	21 countries in Europe and North America	212	0.38
Meier et al. [38]	2012	Germany	1	0.17
Scheelbeek et al. [51]	2021	UK	1	0.74

Studienanalyse: Ergebnisse

Author	Year	Country of Sale	Number of Values	Emissions of CO_2 Equivalents: PB Spreads versus Milk-Based Ones
Wallén et al. [34]	2004	Sweden	1	2.16
Nilsson et al. [35]	2010	UK, Germany, and France	3	0.16
Meier et al. [38]	2012	Germany	1	0.14
De Laurentiis et al. [44]	2019	UK	6	0.15
Corrado et al. [45]	2019	Italy	1	0.21
Smetana et al. [46]	2020	Not indicated	2	0.17
Liao et al. [47]	2020	21 countries in Europe and North America	212	0.27
Kolbe [49]	2020	Germany	1	0.12
Scheelbeek et al. [51]	2021	UK	1	0.47

The study from Liao et al. [47] is exceptional as they studied 212 PB spreads and 21 milk-based spreads that included butter. The results from this study are therefore much more reliable than the results from most other studies where significantly fewer products were studied. In the study by Wallén et al. [34], there was no explanation for why margarine had higher emissions than butter. Several of the studies mentioned above

sustainability

Article

Differences in Environmental Impact be… Alternatives to Dairy and Dairy Product… Literature Review

Annika Carlsson Kanyama [1,*], Björn Hedin [2] and Cecilia Katzeff [3]

1 Ecoloop, Ringvägen 100, 118 60 Stockholm, Sweden
2 Department of Media Technology and Interaction D… 114 28 Stockholm, Sweden; bjornh@kth.se
3 Strategic Sustainability Studies, Royal Institute of T… ckatzeff@kth.se
* Correspondence: annika.carlsson.kanyama@ecoloo…

Abstract: A large body of research suggests a more… alternatives to dairy, is needed for lowering huma… use. With the help of a systematic literature revie… about the differences in emissions and resources… dairy and dairy products. Emissions included w… and ozone-depleting substances, and resource us… presented as the quotients of the ratios of plant-b… comparison shows that the plant-based dairy al… almost all cases, with two exceptions: water use f… ozone-depleting substances for margarine (one … other than greenhouse gas emissions for plant-bas… greenhouse gases are more highly covered than o… low carbon economy, however, there is already e… involving switching dairy products to plant-base…

Keywords: systematic literature review; plant-bas… greenhouse gas emissions; land use; water use

check for updates

Citation: Carlsson Kanyama, A.; Hedin, B.; Katzeff, C. Differences in Environmental Impact between Plant-Based Alternatives to Dairy and Dairy Products: A Systematic Literature Review. *Sustainability* **2021**, *13*, 12599. https://doi.org/10.3390/su132212599

Received: 22 September 2021
Accepted: 12 November 2021
Published: 15 November 2021

Publisher's Note: MDPI stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.

1. Introduction and Purpose

Limiting climate change is one of the … Nations [1] calls on all different types of a… gas emissions [1]. Clark et al. [2] emphasize the importance of changing the food sector if the global average temperature increase … to be radical [2]. Today's food systems acc… emissions [3], 32% of acidification, and 78… major impact on species and ecosystems [4]… global land area that is not covered by ice or…

In the past 20 years, many scientific s… a diet changed towards a more plant-base… ecosystems [4–6]. These effects can be create… animals must be provided with feed, which… same dietary change would also lead to redu… health [7,8]. The UN Climate Panel states i… no elements of meat and dairy products ca… emissions and land use [9].

Sustainability **2021**, *13*, 12599. https://doi.org/10.3390/su132212599

Studienanalyse: Abstract

sustainability MDPI

Article

Differences in Environmental Impact between Plant-Based Alternatives to Dairy and Dairy Products: A Systematic Literature Review

Annika Carlsson Kanyama [1,*], Björn Hedin [2] and Cecilia Katzeff [3]

1 Ecoloop, Ringvägen 100, 118 60 Stockholm, Sweden
2 Department of Media Technology and Interaction Design, Royal Institute of Technology, Osquars backe 31, 114 28 Stockholm, Sweden; bjornh@kth.se
3 Strategic Sustainability Studies, Royal Institute of Technology, Teknikringen 10B, 114 28 Stockholm, Sweden;

presented as the quotients of the ratios of plant-based alternatives to dairy and dairy products. The comparison shows that the plant-based dairy alternatives have lower, or much lower, impacts in almost all cases, with two exceptions: water use for almond drinks (several studies) and emissions of

almost all cases, with two exceptions: water use for almond drinks (several studies) and emissions of ozone-depleting substances for margarine (one study). There is a lack of data concerning impacts

greenhouse gases are more highly covered than other impacts. In the quest for a swift transition to a low carbon economy, however, there is already enough evidence to proceed with a dietary change involving switching dairy products to plant-based alternatives.

DAS SCHMECKT UNS GAR NICHT!

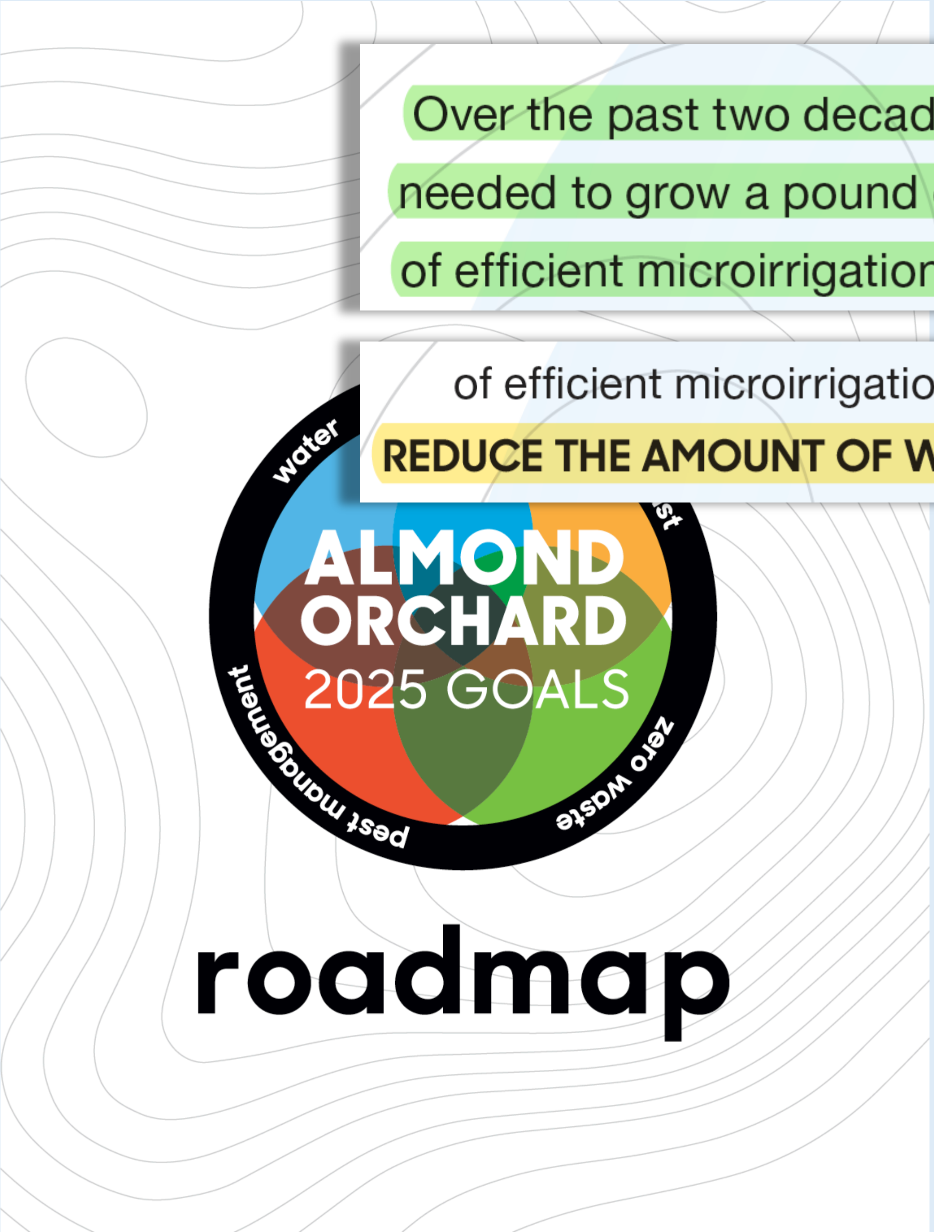
So schädlich ist der Mandelmilch-Hype für die Umwelt

Abo Brisante WWF-Studie

Mandelmilch ist gar nicht so ökologisch

Mandeln: gesund, lecker und unnachhaltig?

27. Juni 2017 von Silke Neumann Kategorien: Ernährung

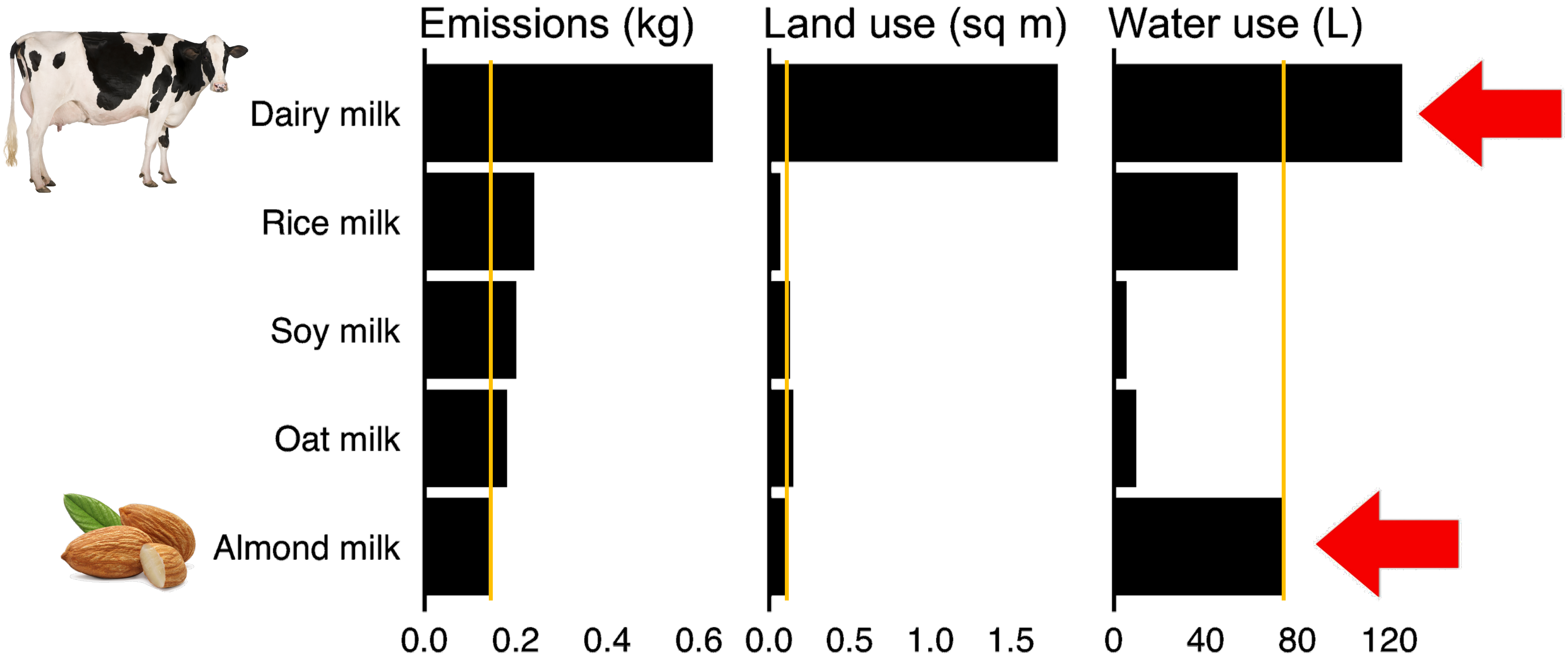


Over the past two decades, almond farmers have successfully reduced the amount of water needed to grow a pound of almonds by 33% via improved production practices and adoption of efficient microirrigation technology.[1] By 2025, the California almond community commits to

of efficient microirrigation technology.[1] By 2025, the California almond community commits to
REDUCE THE AMOUNT OF WATER USED TO GROW A POUND OF ALMONDS BY AN ADDITIONAL 20%.

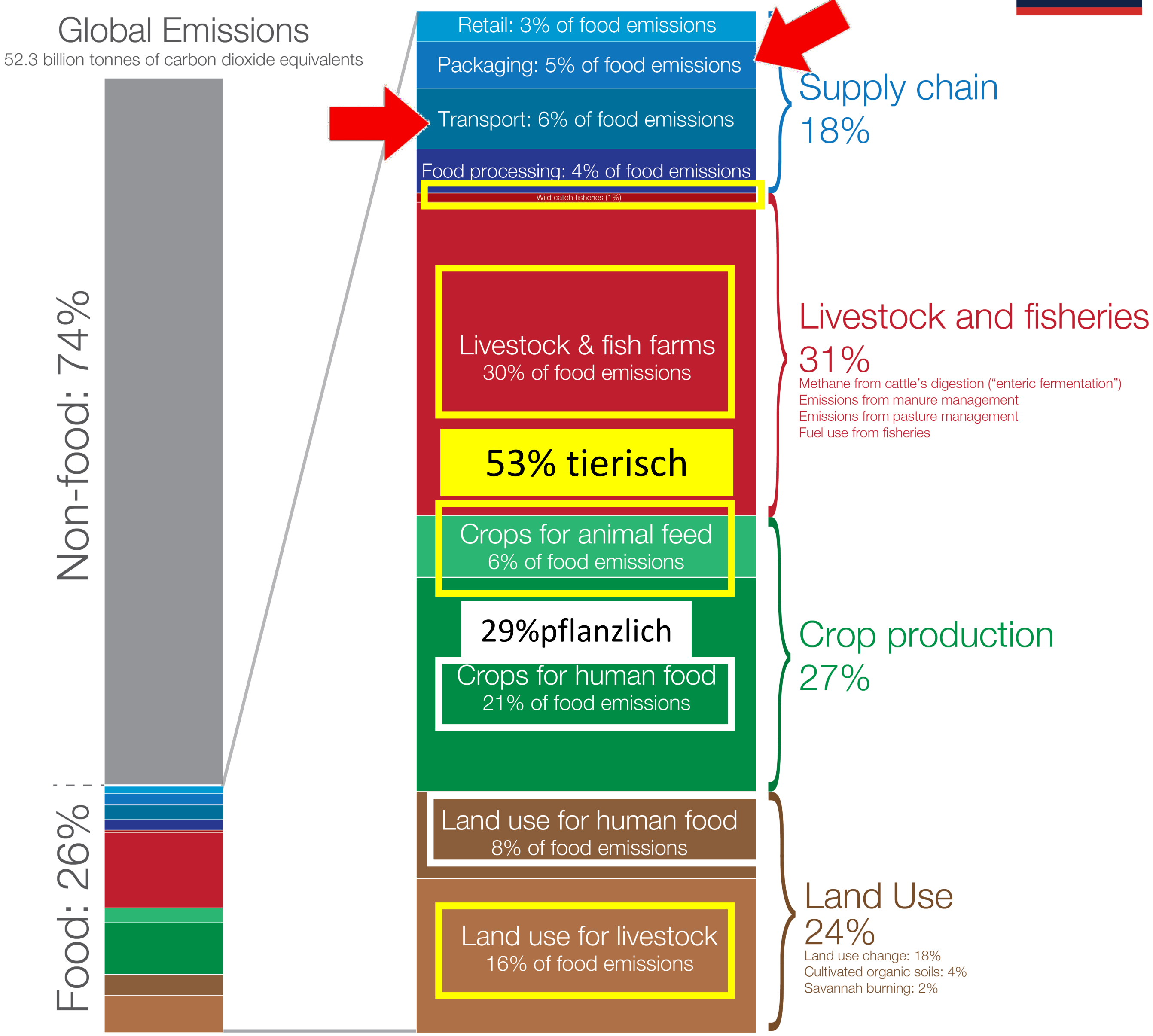
Umweltauswirkungen unterschiedlicher Milchsorten (pro 200 ml)

(nach Poore & Nemecek, 2018)



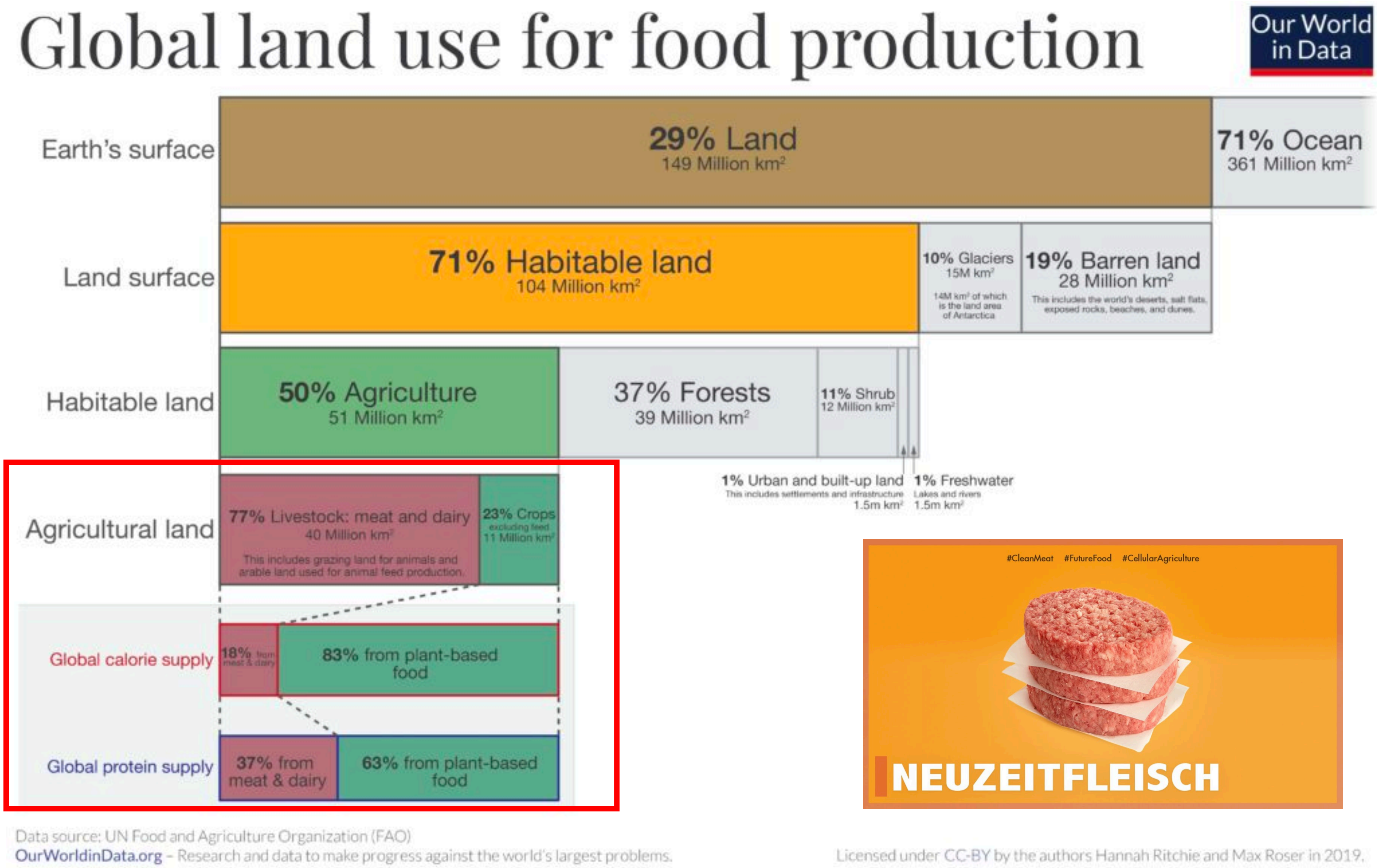
Regional, saisonal & Unverpackt rettet **NICHT** das Klima.

Global greenhouse gas emissions from food production



Data source: Joseph Poore & Thomas Nemecek (2018). Reducing food's environmental impacts through producers and consumers. Published in *Science*.
OurWorldinData.org – Research and data to make progress against the world's largest problems.

Fleisch,
Milch,
Käse,
Eier
usw.
müssen
neu
gedacht
werden.



Wichtige Merksätze für evidenzbasierte Kommunikation

- ✓ Die Natürlichkeit einer Sache ist weder ein Argument für noch gegen etwas.
- ✓ Alles (bzw. Nichts) ist Gift, alleine die Dosis macht die Wirkung.
- ✓ Es gibt nicht *die eine* gesündeste oder nachhaltigste Ernährung.
- ✓ Der Körper braucht bestimmte Nährstoffe nicht bestimmte Lebensmittel.
- ✓ Es gibt keine einfachen Antworten auf komplexe Fragestellungen.
- ✓ Wissenschaftlich korrekte Aussagen passen nicht in eine Schlagzeile.
- ✓ Es ist in Ordnung, zu einem Thema keine (öffentliche) Meinung zu haben.
- ✓ Achtung vor „gefühlten“ Wahrheiten (Bio, unverpackt, regional etc.).

Kommunikationsstrategien:

Verhaltenspsychologie verstehen & anwenden

CONFIRMATION BIAS (Bestätigungsfehler)

- ✓ „Best Request“-Prinzip
  (Art der Kommunikation)
- ✓ „How > why“-Prinzip
  (Inhalt der Kommunikation)
- ✓ „Foot in the door“-Prinzip
  (Langfristige Erfolgsstrategie)
- ✓ „ Defusing Angry Customer“-Prinzipien
  (Umgang mit Kritik)

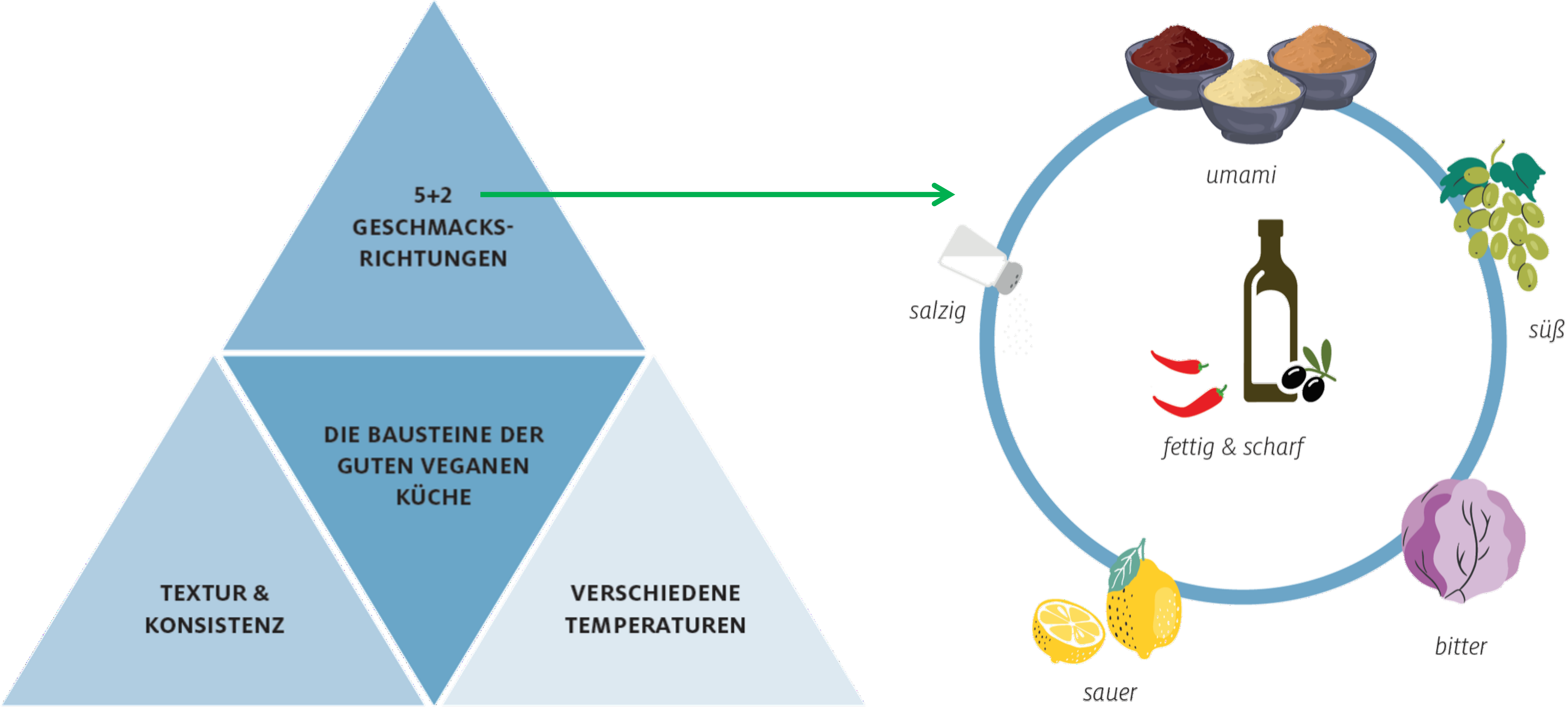
Nachhaltig influencen:

- Tipps für nachhaltiges Einkaufen & Kochen

- Warum pflanzlichere Lebensweisen nicht nur Veganerinnen & Veganer betrifft

Die 3 Kernelemente guter (veganer) Küche)

Richtiges Würzen: Die 5+2 Geschmacksrichtungen



Kochen & Backen ohne Ei

Geschmack, Farbe, Textur

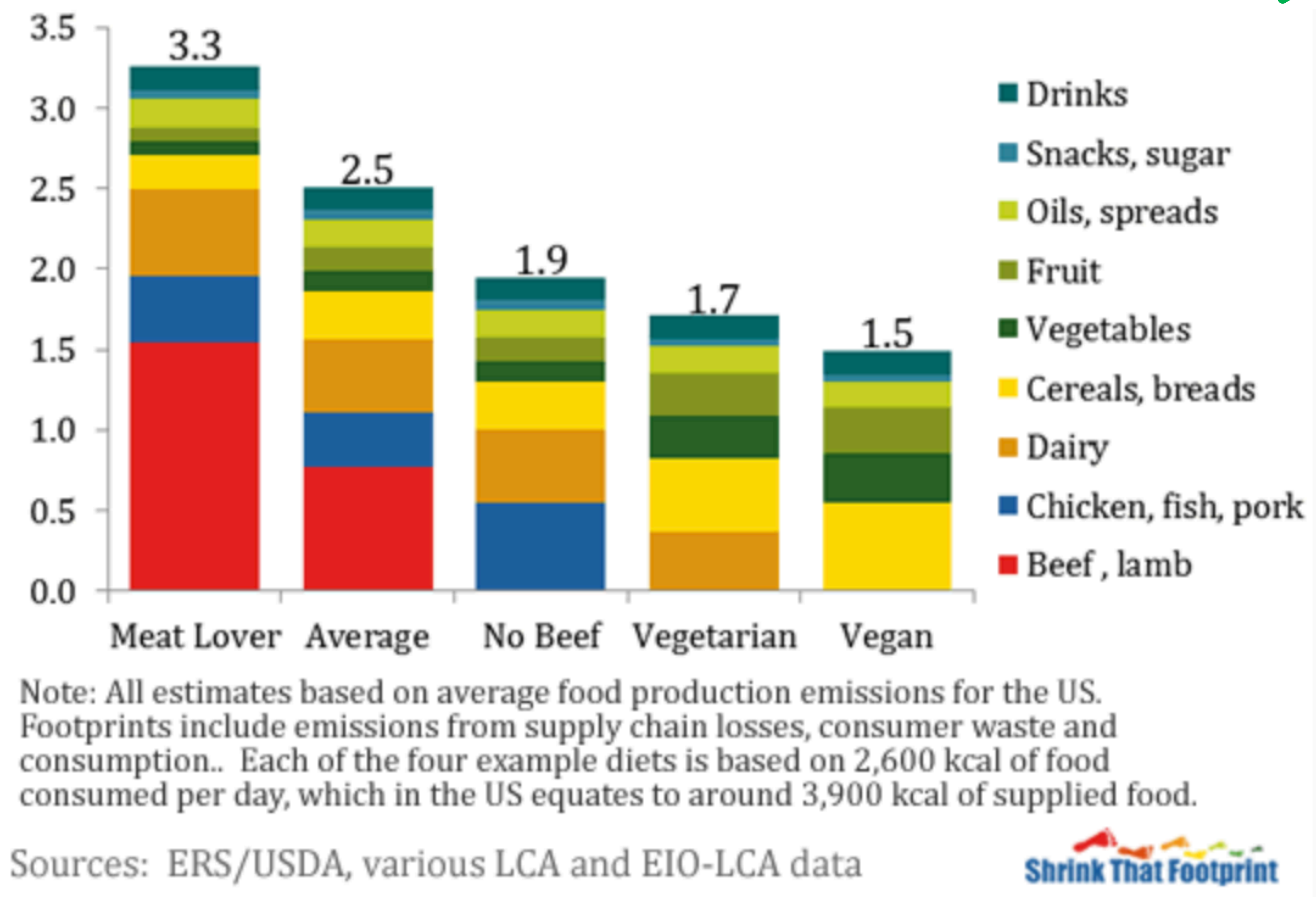
- Kala Namak *(Schwarzsalz; Geschmack)*
- Kurkuma oder Safran *(Farbe)*
- Aquafaba *(Kichererbsen-Kochwasser; wie Eischnee)*
- Gekochte Karotten perfekt um Eifarbe zu imitieren.

CO2-Fußabdruck unterschiedlicher (t Co2e/Person)

*„Der ökologische Einfluss einer Ernährungsumstellung wäre (zumindest kurzfristig) derselbe, wenn die **halbe (westliche) Welt vegan** wird, oder die **gesamte (westliche) Welt tierische Produkte halbiert**. Letzteres Szenario wird aber mit größerer Wahrscheinlichkeit eintreten."*

Jonathan Safran Foer

Gesellschaftlicher Wandel



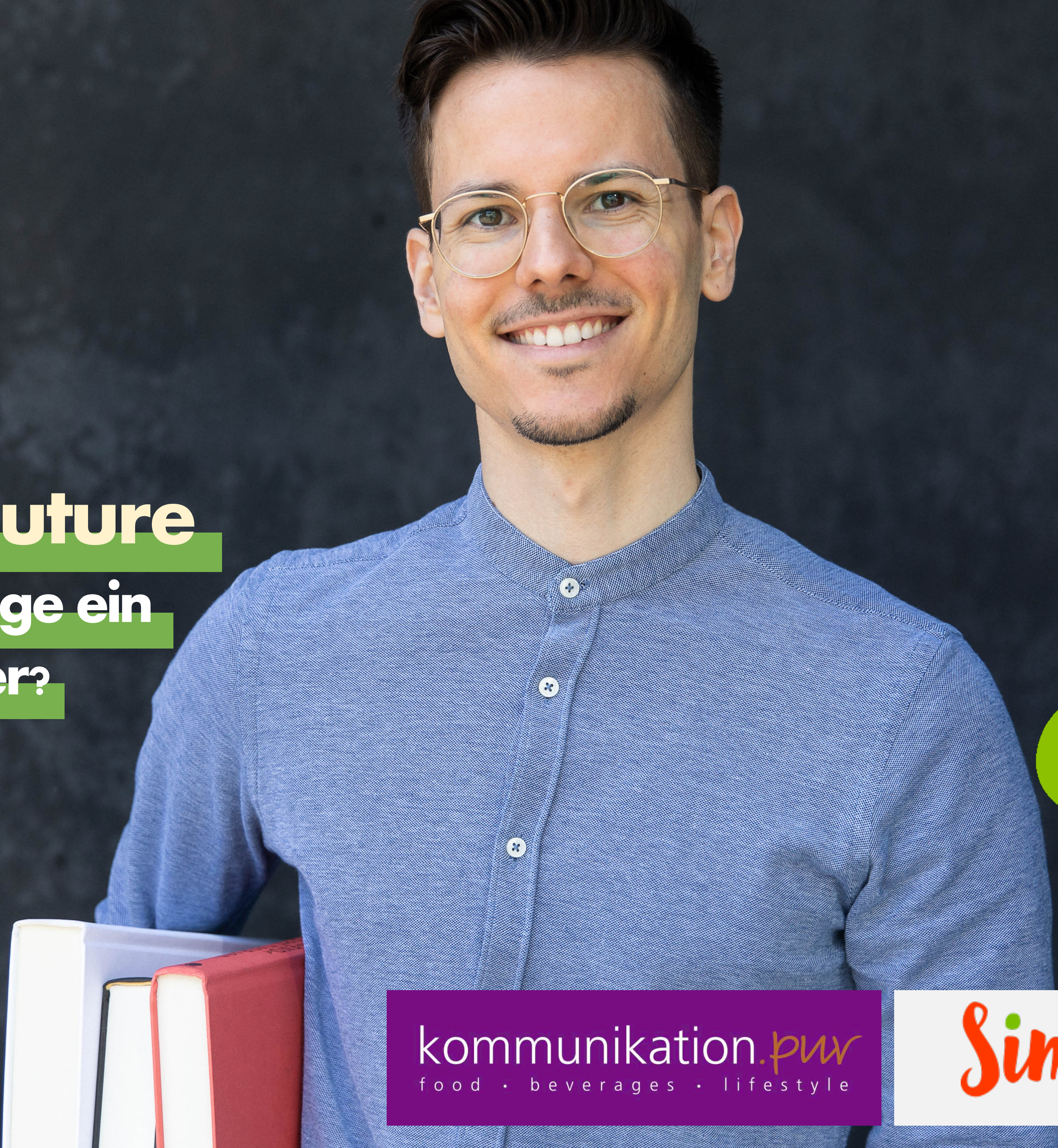
Vertiefende Videos zu den ökologischen Auswirkungen unserer Nahrung:

NIKO RITTENAU

The Foodie & the Future

Nachhaltigkeit: Heutzutage ein Muss für Foodfluencer?

Foodblogger Meet-up Vol. 4



100% pflanzlich!

kommunikation.pur
food · beverages · lifestyle

SimplyV