



PRESS RELEASE

FOR IMMEDIATE RELEASE

CHOICE Project Launches Ambassadors Program to Drive Climate Action in Food Systems

Athens, Greece, November 5, 2024 – The CHOICE project is thrilled to announce the launch of its Ambassadors Program, an initiative to engage and empower climate-conscious advocates committed to promoting sustainable practices across the food, land, and agricultural sectors. The program aims to create a network of passionate individuals who will drive CHOICE’s mission, inspire eco-friendly actions, and contribute to climate action efforts essential for building a sustainable future.

The CHOICE Ambassadors Program seeks individuals eager to advocate for climate-friendly changes. Ambassadors will actively promote sustainable practices, raise awareness, and engage communities in embracing impactful choices for the planet. Ambassadors will have the opportunity to participate in awareness campaigns, represent CHOICE at events, and lead discussions on sustainable food, land, and agricultural practices.

"A sustainable food system requires everyone’s commitment," said the CHOICE project coordinator, Dr. Angelos Amditis, Research & Development Director of the Institute of Communication and Computer Systems (ICCS) of the National Technical University of Athens. *"Through the Ambassadors Program, we aim to empower individuals to lead by example, showing how each food-related decision, from farm to table, can drive impactful climate action. By helping people see the importance of each choice they make over food, CHOICE Ambassadors are a vital link in our chain of change—promoting a more resilient, responsible, and sustainable food system for all."*

As CHOICE Ambassadors, participants will:

- **Advocate for Sustainable Choices:** Ambassadors will drive the CHOICE mission by creating and sharing content that promotes climate-friendly actions.
- **Engage Diverse Audiences:** Connecting with consumers, producers, policymakers, and the general public, Ambassadors will amplify CHOICE’s vision across the food supply chain.
- **Attend Key Events:** Ambassadors will participate in CHOICE events, workshops, and awareness campaigns, helping to inspire tangible changes in the food, land, and agricultural sectors.

By joining the CHOICE Ambassadors Program, participants will gain:

- **Visibility** across CHOICE’s platforms, establishing themselves as leaders in climate action.

- Networking Opportunities with industry experts, stakeholders, and other advocates, expanding their influence within the climate-conscious community.
- Impactful Contributions: Ambassadors will have the opportunity to make a difference in climate action, promoting sustainable practices in critical sectors.

Creating a Lasting Impact

CHOICE Ambassadors will champion sustainable practices that reach beyond individual communities, addressing systemic challenges like emissions, biodiversity, and food security. This collaborative approach is essential to creating a resilient and sustainable food system.

The CHOICE Ambassadors Program is open for applications. Become a CHOICE Ambassador and foster a food system that champions climate resilience, responsible consumption, and sustainable practices. Together, we're driving meaningful change for a food landscape that benefits people, communities, and our shared environment. For more details and to apply, please visit www.climatechoice.eu.

NOTES TO THE EDITOR

PROJECT SUMMARY

Motivated by the need for substantial demand-side climate mitigation in the food chain towards achieving the 2050 Zero emissions goal, CHOICE aspires to mainstream Integrated Assessment Models (IAMs), an invaluable instrument for climate stabilization pathways impact assessment. This will be achieved by embedding IAMs into the lifestyle choices and decision-making process of consumers, producers and actors of the Food, Agriculture and Land Use sectors. This ambitious goal is supported by a more realistic representation of behavioural change and actor diversity within IAMs. Following an approach that bridges social science and marketing tools, CHOICE leverages digital enablers designed around emotional appeals and social incentives to orchestrate large-scale 'green marketing' campaigns across four continents: Europe, Africa, Latin America, and Asia, focusing on Europe.

GENERAL INFORMATION

Duration: 36 months | Starting from 1 November 2023

EU funding: €5 million | Grand Agreement no: 101081617

Coordinator: Institute of Communication and Computer Systems

Website: www.climatechoice.eu | Twitter: [@ClimateChoiceEU](https://twitter.com/ClimateChoiceEU) | LinkedIn:

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CHOICE Consortium:

Institute of Communication and Computer Systems ([ICCS](#)) | Athina-Erevnitiko Kentro Kainotomias stis Technologies tis Pliroforias, ton Epikoinonion kai tis Gnosis ([ATHENA](#)) | Internationales Institut fuer Angewandte Systemanalyse ([IIASA](#)) | SDSN Association Paris ([SDSN](#)) | Stichting Radboud Universiteit ([RU](#)) | LIBRA AI Technologies ([LIBRA](#)) | InoSens Doo Novi Sad ([INO](#)) | Bioazul, SL ([BIO](#)) | Ethniko Asteroskopeio Athinon ([NOA](#)) | Environmental Reliability and Risk Analysis ([ERRA](#)) | Cooperativas Agro-alimentarias de Andalucía ([CAAND](#)) | Inoqo GmbH ([Inoqo](#)) | SUPRACAFÉ Colombia S.A ([SUP](#)) | Corporacion Parque Tecnologico de Innovacion del Cafe y Su Caficultura ([TECNI](#)) | University of Pretoria ([UP](#)) | e-Fresh.gr Private Company ([e-Fresh](#)).

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