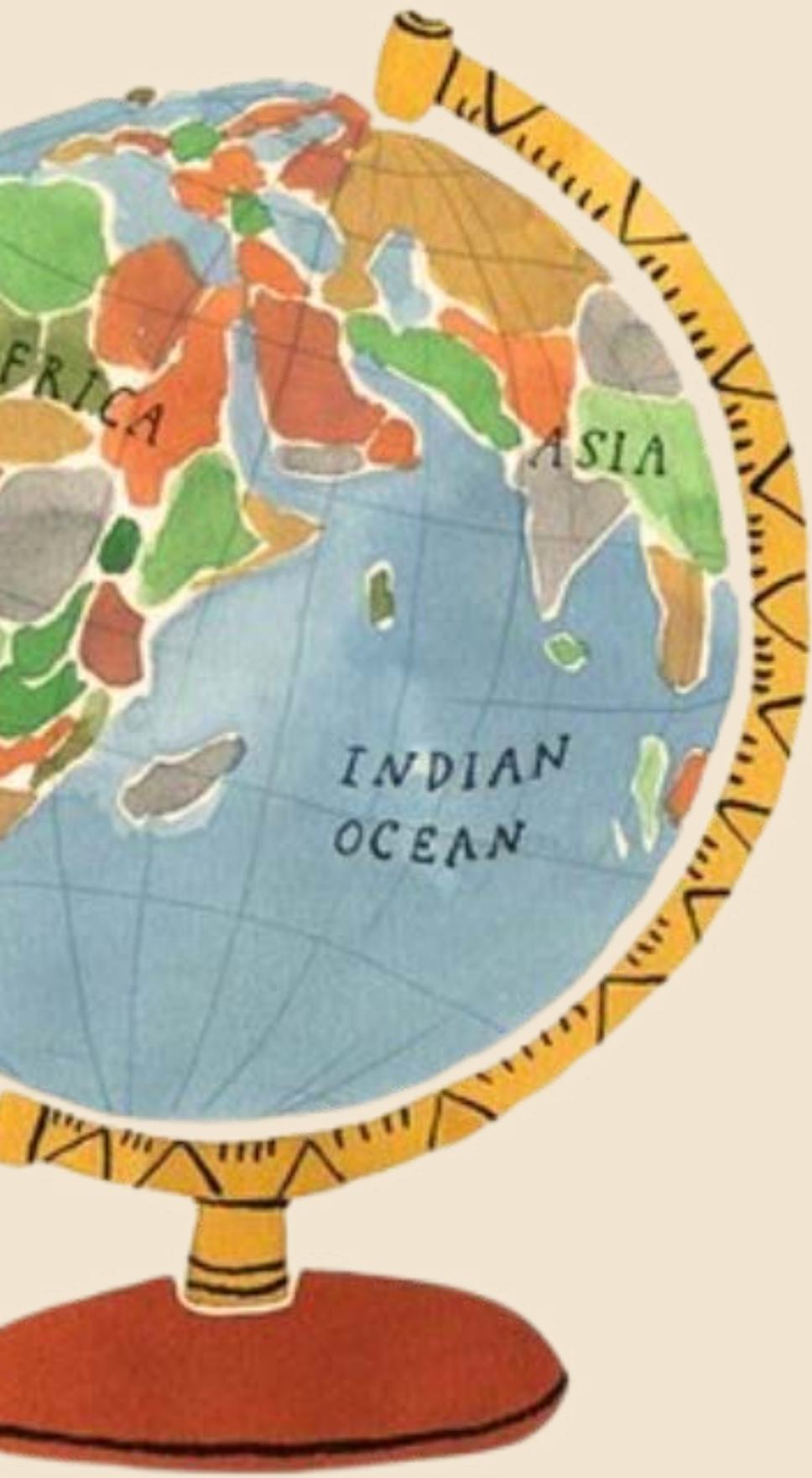


BEYOND INDIVIDUAL BLAME

RECOGNISING SYSTEMIC
ISSUES FOR COLLECTIVE
ACTION



INDIVIDUALISATION OF ENVIRONMENTAL RESPONSIBILITY



30% OF THE WORLD'S GHG EMISSIONS COME FROM THE FOOD SYSTEM, SIGNIFYING THAT WE MUST CHANGE AND ADAPT!

HOWEVER...THIS IS LARGELY VIEWED AS A PRODUCT OF INDIVIDUAL CONSUMER CHOICES:

ORGANIC VS CONVENTIONAL

SEASONALITY

LOCALLY VS GLOBALLY SOURCED

PACKAGING

MEAT CONSUMPTION

INDIVIDUAL BEHAVIOURAL CHANGE IS INTEGRAL...BUT LIMITED WITHOUT STRUCTURAL SYSTEM CHANGES



THE ILLUSION OF CHOICE



CAPITALIST IDEOLOGIES
ENHANCE INDIVIDUAL
RESPONSIBILITY THROUGH
MARKETING “**GREEN
CHOICES**”

THIS CREATES THE ILLUSION OF SUSTAINABLE
CHOICES, BUT REINFORCES **PROFIT-DRIVEN
MODELS**



**SUSTAINABLE
PRODUCTS BUT
WITHIN THE
SAME SYSTEM**



THE INDIVIDUALISATION OF BLAME
ALLOWS FOR THE FOOD INDUSTRY
TO AVOID SYSTEMIC CHANGE

SYSTEMIC ISSUES THAT NEED ADDRESSING



DEFORESTATION



FOSSIL FUEL
DEPENDENCY



WATER AND
LAND
POLLUTION

MASS LIVESTOCK
PRODUCTION



FOOD WASTE

ACCOUNTABILITY



REFRAMING RESPONSIBILITY - COLLECTIVE ACTION

TRANSFORMATIVE CHANGE
IS NECESSARY IN WORKING
TOWARDS A NET ZERO
FUTURE



INDIVIDUAL
BEHAVIOURAL
CHANGE IS CRUCIAL,
BUT WE ALSO NEED
SYSTEMIC REFORM

CONSUMERS CAN VIEW THEMSELVES AS
EMPOWERED 'CITIZENS' INSTEAD OF CONSTRAINED
'CONSUMERS', ACTIVELY DEMANDING
TRANSPARENCY AND ACCOUNTABILITY FROM THE
SYSTEM



**TO WORK
TOWARDS A FOOD
SYSTEM THAT
TRULY STRIVES
FOR A NET ZERO
FUTURE, WE MUST
SHARE
RESPONSIBILITY
AND WORK
COLLECTIVELY**



ACKNOWLEDGEMENTS

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